

Inner Circle

JULY SESSION



COACH



Alejandro Cremades

CoFounder at Panthera Advisors

- Serial entrepreneur
- Guest lecturer professor at Wharton, NYU, Columbia University
- Ranked #1 in the Top 30 under 30 list by Vanity Fair, Entrepreneur Magazine, and GQ Magazine
- Forbes contributor
- Author of *The Art of Startup Fundraising*

**“The real risk is doing
nothing.”**

-----Denis Waitley

Time is everything - Optimize

Use software

Create
routines

Schedule
yourself

Investor mindset varies by region

- Europe is profit
- US is growth

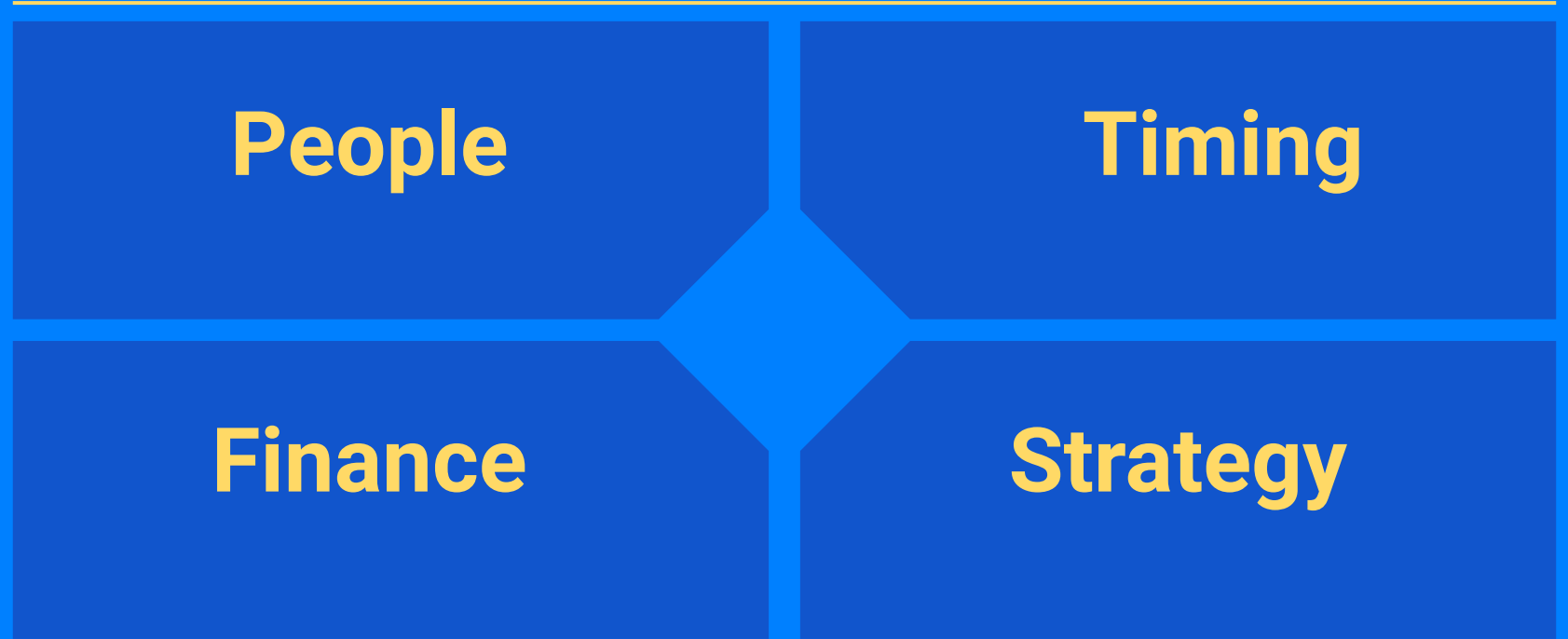
Key factors that impact success

People

Timing

Finance

Strategy



Starting & Thriving

- Develop the expertise in your domain
- Create solutions to problems you have experienced
- Find the market and be invention driven
- Dive into the data behind the problems



Cofounder Alignment

Key takeaways

- Are you both thinking at the same scale?
- What lifestyles do you aspire to?
- What hours do you plan to work?
- How do you work-life balance?
- How do you view compensation for your employees?

What investors want

Business

- Growth
- Unit economics
- Customer acquisition
- Size of the market
- Existing vs. New market
- Team and leadership

Founder

- Charisma
- Good sales skills
- General intelligence
- Tenacity and perseverance
- Ability to make tough decisions

When the next correction hits

- Keep your cash reserves high
- Execute your ideas
- Stay focus on what brings you business
- Watch out for leases or fancy offices
- Invest in technology and marketing



When you are in fundraising mode

Iron out story
& vision

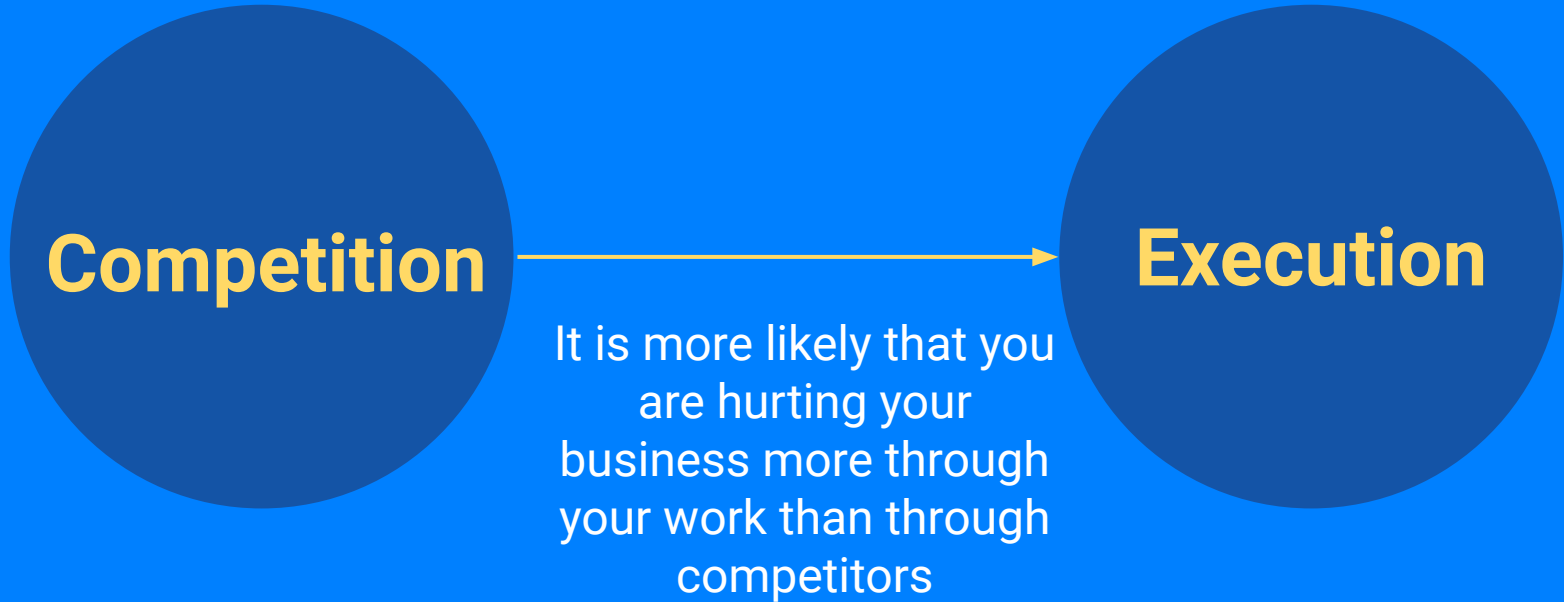
Start
early

Pick your
partner
wisely

Tips as you scale up

- Take one building block at a time
- Don't be married to the outcome
- You can never forget your base
- Trust your gut
- Build a sustainable business
- Teamwork is everything
- Pick the right customers

Choose where to focus



A wide-angle photograph of the New York City skyline, including the Freedom Tower, viewed from across the water. The skyline is reflected in the calm water in the foreground. The sky is a pale, overcast blue.

Panthera Advisors

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