

Inner Circle

MARCH 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*

**“When You Feel Like
Quitting Remember Why
You Started.”**

-----Anonymous

Board of Directors

A diagram consisting of two dark blue circles connected by a thin horizontal line. The left circle contains the word 'Investors' and the right circle contains the word 'Independent'. The text is in a light yellow color.

Investors

Independent

Read NOW

- How To Win Friends and Influence People - Dale Carnegie
- Fanatical Prospecting - Jeb Blunt
- Zero To One - Peter Thiel
- Extreme Ownership -Jocko Willink

Challenges To Keep In Mind

- Cash flow
- Due diligence
- Time management
- Delegating
- Perfection and progress
- Keeping ego under control

Check-list

Product market fit

Seek quality investors

Learn & grow

Show commitment

Build Your Network - Always Give

Talent, capital,
advice, or
acquisitions

Social
Media

Introductions

Referrals

CRM

Leverage

Using Social Media To Attract Investors

Build Social Proof

Get On Their Radar

Create Urgency

**Take It Offline &
Send Updates**

What To Look For

Cofounders, Employees, or Investors

- Trust and integrity
- Respect what they are good at
- Feeling that you could learn, grow, and improve from them

**Every Round Is Different.
This Requires Different
Investor Profiles.**

What Investors Expect

Aiming Big

**Monetizing
Early**

Self-Sufficient

**Put $\frac{2}{3}$ Of What You Raise
On An Interest Account
And Always Be Frugal.**

**Investors Will Expect You
To Be Vesting.**

Self-Limiting Behaviours To Avoid

- Lack of sleep
- Worrying about having the skills
- Hiring people below A+
- Thinking and planning too much
- Being impatient
- Making excuses
- Allowing others to control your schedule

Get In Action

Read

Sleep

**Money
Management**

Exercise

Relax

Set Goals

Prioritize

Network

Create Routines

**Seek To
Fail**

DEPRESSION:

- **2x more likely to suffer from depression**
- **6x more likely to have ADHD**
- **3x likely to struggle with addiction**
- **11x to receive a bipolar diagnosis**

Entrepreneurship Involves Depression

Reasons

- Empty success
- Not being in control
- Anxiety
- Being rejected
- Burnout from long hours
- Gaining & maintaining traction

How To Conquer It

- Anticipate and prepare
- Strong support network
- Sleep
- Take time off
- Healthy diet & exercise
- Meditate

Tips

- Wake up early
- Think big but act small
- Keep your ego in check

A wide-angle photograph of the New York City skyline, including the Freedom Tower, reflected in the water of the Hudson River. The sky is overcast and grey.

Panthera Advisors

Alejandro Cremades

Alejandro@PantheraAdvisors.com

Mike Seversen

Mike@PantheraAdvisors.com