

Inner Circle

MAY 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*

**“Don’t count the days, make the
days count”**

-----**Muhammad Ali**

In House Engineering



Talking To Investors

#1

Confident

#2

Focus on the
relationship

#3

Build Trust

#4

Introduction to
colleagues

Location Is Key!



Sales vs. Building



Customer Profile & Insights



CEO Duty

- Trust your gut
- Making mistakes is part of the process
- Persistence
- Being constant
- Staying focused and saying no a lot

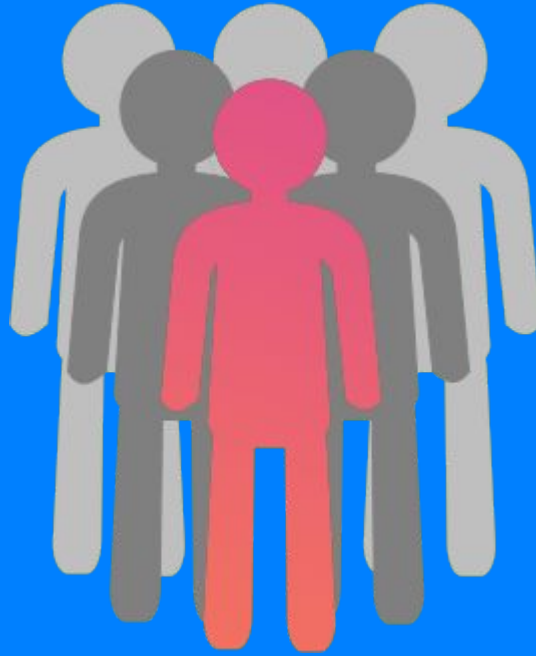
From 0 to \$500M in 24 months

- Have a clear idea of the mission and the purpose of the company
- Use technology to automate as much as possible
- Using focus on problem-solving
- Creating a great culture by treating team members as part of the funding team
- Hiring A+ people

Why would you join an accelerator?

- Being surrounded by other great entrepreneurs and advisors
- A sense of urgency and focus that can stick with you
- Having the best investors lined up during DEMO day
- Being able to run a tight fundraising process

Background Relatedness



Piece of advice

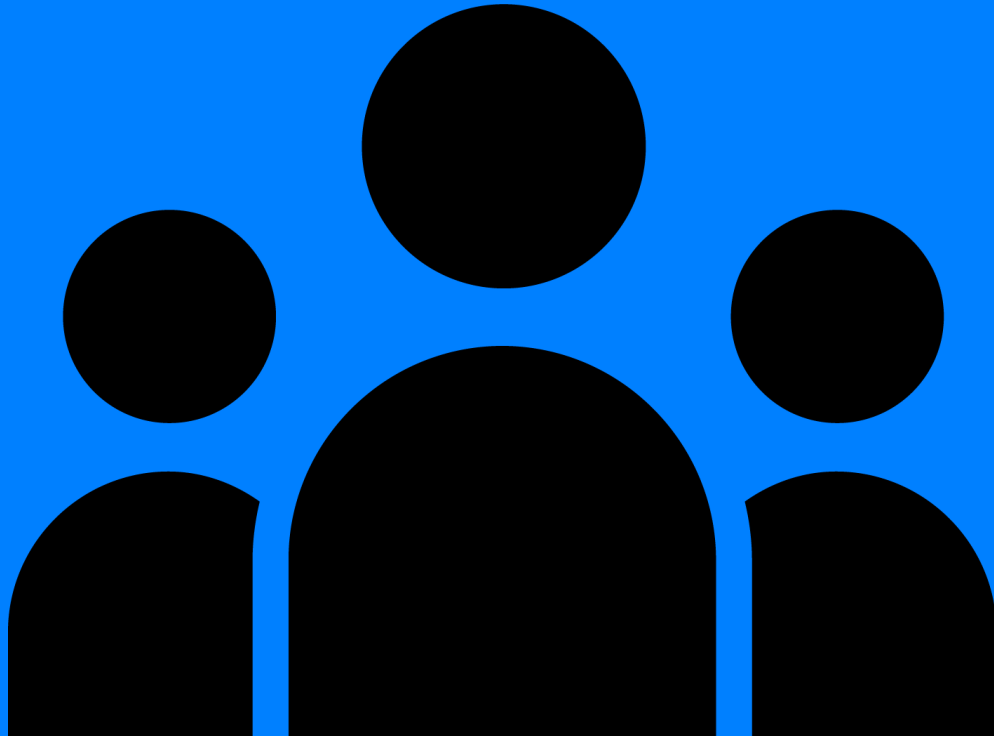
HANG OUT WITH GREAT PEOPLE.

They will build you up.

What Kills Fundraising



What Kills Culture



Lessons Learned The Hard Way

- Look for the upside potential, with limited downside
- Loyalty is incredibly important
- The next Microsoft did not look like Microsoft
- Focus less on the outcome

The Key To Success - Distribution



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

Panthera Advisors

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