

# Inner Circle

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OCTOBER 19 SESSION



# COACH

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## 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*

**“It’s not whether you get knocked down, it’s whether you get up.”**

**-----Vince Lombardi**

# Funding With No Customers

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# Cold Emails & Low Response

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# Optimize Your Culture

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- Make sure team members have time for their family and have a life
- Be open and transparent with how much money is left in the bank
- Put your team first always

# When It Gets Tough

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1. Believe in each other as a team
2. Focus on the main mission
3. Understand the importance of execution with a long term perspective
4. Bring everyone together to solve the complex problems

# Rules of Thumb

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- ❑ The importance of timing
- ❑ Investors are looking for big returns
- ❑ You don't have to raise that much
- ❑ Giving away too much can make it tough to make a good exit as a founder



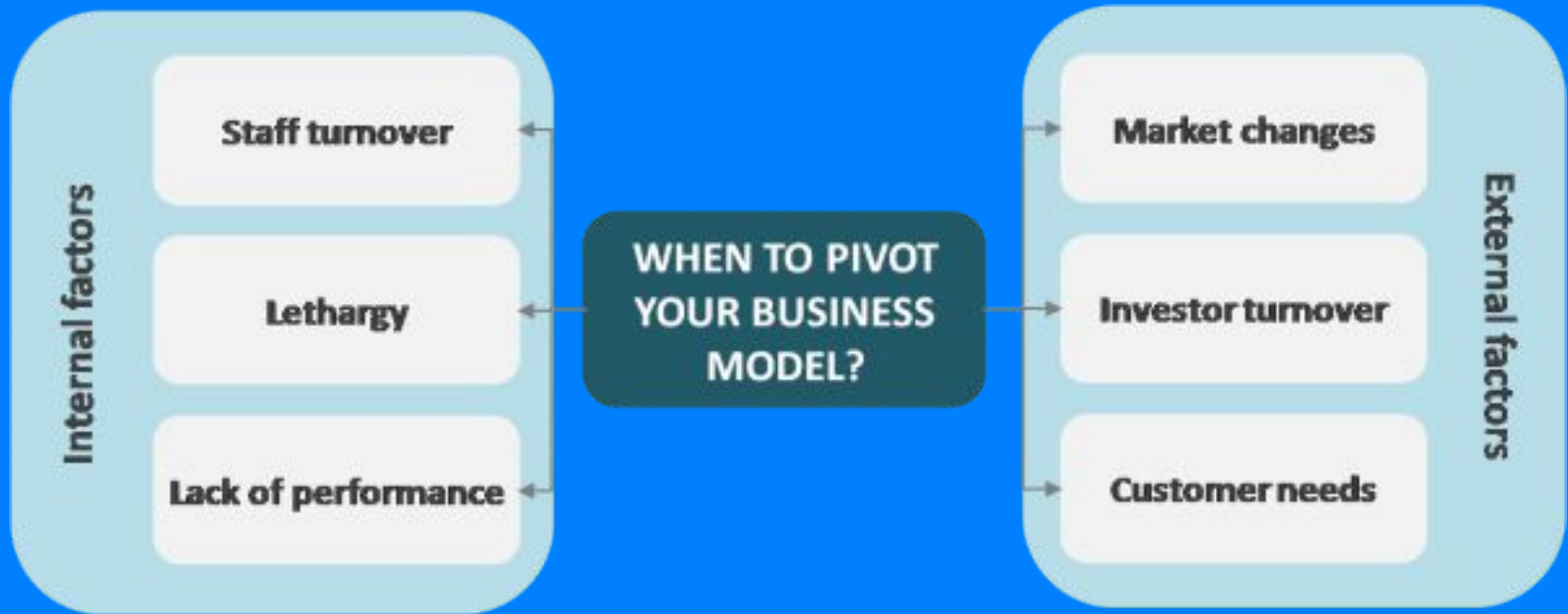
# Ingredients Of Storytelling

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- It needs to be credible
- There is a big market
- Unique entry point
- Good team
- Providing a new roadmap from here to a new potential future and 10x returns
- Next steps
- De-risking the mission

# Startup Pivots

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# How You Get Oversubscribed

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1. Get early commitments
2. Start early giving discounts
3. Wind up the PR machine
4. Start low on the target amount and close more
5. Keep up the updates and have a schedule

# New Trend - Bootstrapping

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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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