

Inner Circle

SEPTEMBER 19 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 best way to predict
the future is to create it.”**

-----Peter Drucker

Biggest Lessons From The Best

- It's all about people
- Fundraising can take years but it doesn't have to
- Cold emails still work
- Nothing works until you have product-market fit
- Corporate partnerships are a great gateway for funding and exits
- Fundraising is all about shortlisting

Demo on Shortlisting



Books to Read

- **Startup boards by Brian Feld**
- **Angel investing by David Rose**
- **Psychology of Selling by Brian Tracy**
- **How To Win Friends and Influence People by Dale Carnegie**

Alignment With Investors

Why?

When?

How?

Why Startups Succeed

According to Bill Gross

- Timing - 42%
- Team - 32%
- Idea - 28%
- Business Model - 24%
- Funding - 14%

It's Not About The Money

Partnerships

Fundraising

M&A

Social Proof

What To Look For

What?

- Team Players
- Bird's eye view
- Intros

Meaning?

- Support
- Navigate pitfalls
- Facilitate relationships to other investors

Ask Yourself Before Fundraising!

- Do I really need funding?
- How much am I willing to give up?
- What role I will take?
- What am I looking for in an investor?
- Would I invest in this business?
- Do I know the investor expectations at this stage?
- Do I have time to allocate to fundraising?
- What is the one metric I will be raising on?
- Am I prepared to answer investor questions?

VC Drivers

**\$250B
invested**

- 6% go out of business
- 3% acquired at a loss
- 1% will go public

**10% deliver
all returns**

Special Purpose Vehicle



How To Build FOMO?

- Get the data in order
- Polish the package
- Research
- Know your partners
- Start way early
- Take commitments
- Start low, raise high
- Offer discounts
- Secure & announce lead investor
- Pack in the meetings
- Power updates
- Countdown

When unable to convince angels and VCS

- Personal savings
- Personal credit
- Business credit and loans
- Friends & family
- Cofounders & partners
- Customers
- Strategic mergers & acquisitions



Elevator Pitch - Why?

- Say who you are
- Say what you do
- State who your ideal clients are
- Convey your value
- Explain how you are different
- Grab their attention



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.

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