

Inner Circle

February 20 SESSION



COACH



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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*

“Success usually comes to those who are too busy to be looking for it.”

-----Henry David Thoreau

The 3 Pillars OF Fundraising



Storytelling

Process

Listening

The 3 Ps TO Getting Funded



Product

The diagram consists of three dark blue circles arranged horizontally, connected by a thin white line. The circles contain the words 'Product', 'Progress', and 'People' in a light yellow font.

Progress

People

Everything is a negotiation

Initiatives

- Cofounder relationships
- Partnerships
- Hiring
- Funding
- M&A

Tactics

- Fulfill concerns
- Frame and position
- Give and take
- Good cop, bad cop
- Shop around

Top Startup Accelerators

Y Combinator

Techstars

500 Startups

Wayra

How accelerators differ

- Overall goals
- Niches
- How funding is structured
- Mentor network
- Amount of time given to startups
- Regions where they operate

What accelerators look for

- **Competitive advantage**
- **Affordability**
- **Scalability**
- **Team**
- **Market size**

Choosing the right accelerator

What to ask

- Specialization
- Your stage
- Track record
- Principals
- Talk to alumni

What to look for

- Focus
- Experiential learning
- Compressed learning
- Connections

Safe Note vs. Convertible Note

SAFE

- Considered a warrant rather than debt
- Fewer stipulations
- Lower complexity
- Shorter documentation
- No interest
- No maturity

Convertible

- More control
- Often used by seasoned entrepreneurs due to complexity
- Maturity date can provide advantages or disadvantages
- Potential less dilution

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

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