Inner Circle

APRIL 20 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

"If you are going through hell, keep going."

-----Winston Churchill

Preparing For Investor Meetings

Have your materials

Do the research

Make a statement

How Much To Raise Now?

18-24 months of runway
Add an additional 12 months of oxygen

Venture Debt

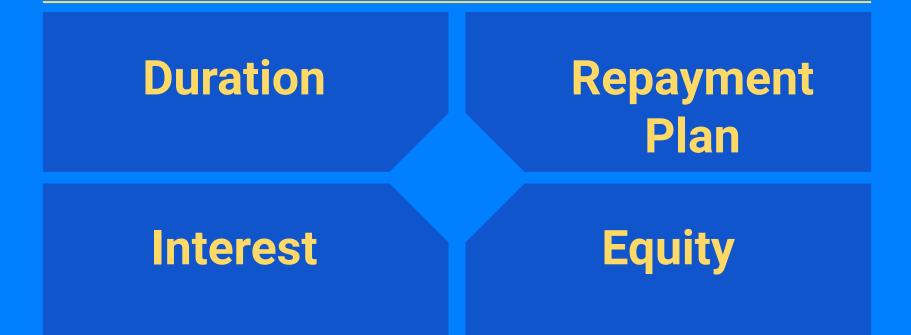
Types

- Equipment financing
- Growth capital
- Account receivable financing

Lenders

- Venture debt firms
- Banks

Factors Behind Venture Debt



Choosing Your Investor

- Investors in different locations are open to different ventures
- Advantages in investors that are entrepreneurs themselves
- Value of bringing investors as allies even if you don't need the money
- Be comfortable with the investor that will be on your board

Finding A Lead Investor

- Capital they have at their disposal
- How likely they are to invest in subsequent financing rounds in your business
- History of being lead investors on previous startup financings
- Industry knowledge / domain expertise
- Opportunities they could open up

Due Diligence Checklist

- Documents related to the organization
- Capitalization and securities
- Financial statements
- Taxes
- Employees salaries, employment agreements, etc
- Intellectual property
- Litigation
- Other

Product-Market Fit

- Do you have a unique observation on the market?
- Can you create something?
- What is your unique value proposition?
- Are you passionate enough?
- Do you fully understand the problem?
- Is the market ready? Is it big enough?



Panthera Advisors

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