

Inner Circle

JULY 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*

**“Tough times never last,
but tough people do.”**

-----Robert H. Schuller

How To Filter Investors

Geographic
Location

Financing
Cycle

Industry

What You Need?

Requirements

- Good idea
- Significant problem
- Timing
- Homework and research
- Profitable business model
- Capable founding team

Targets

- Angels or individuals
- Angel groups
- Friends and family
- Accelerator
- Grants or loans
- Crowdfunding
- Some VCs

Critical Ingredient

Being able to articulate how you are uniquely qualified to do this.

Big NO NOs With Pitch Decks

- Not articulating the problem
- Not keeping your solution simple
- Too many slides (under 20)
- Not delivering on the team slide
- Not tailoring to investors
- No contact information
- Not iterating based on feedback

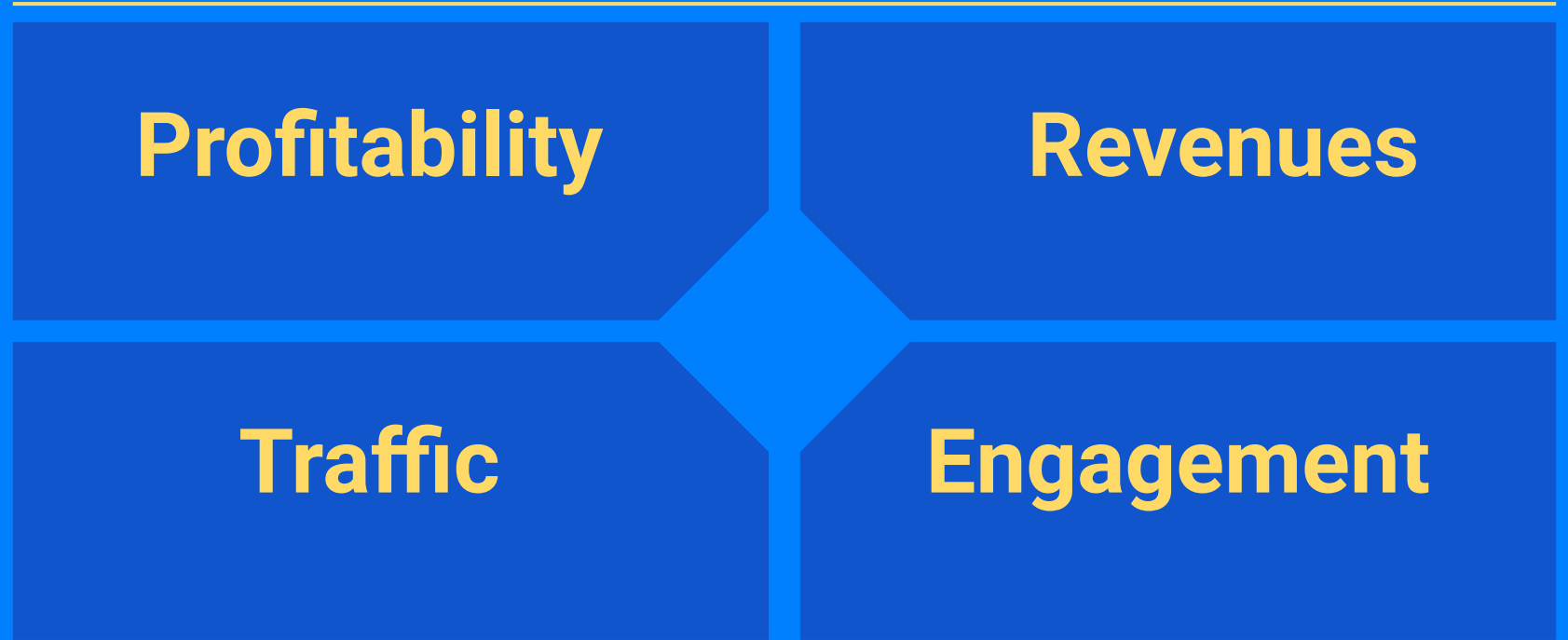
What Is Traction?

Profitability

Revenues

Traffic

Engagement



Common vs. Preferred



Equity Incentive Plans

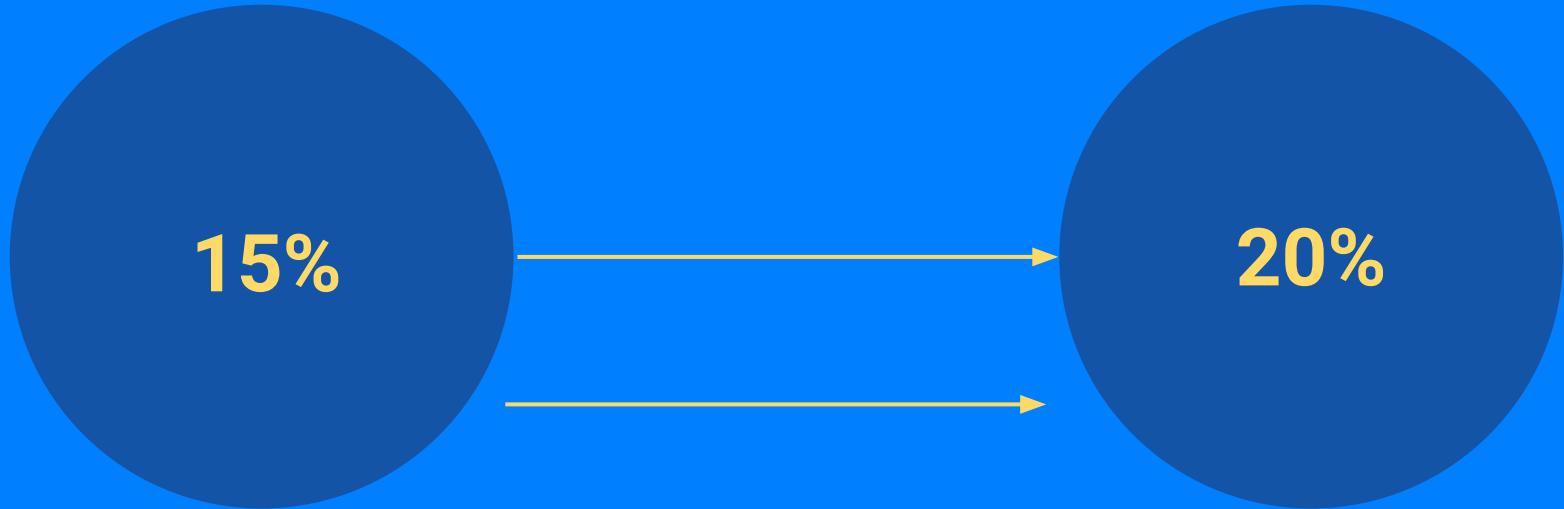
Why?

- Keep company financials strong
- Attract strong talent
- Team spirit

How Much?

- Stage
- Size of opportunity
- Depends on financing cycle
- Revenue vs no revenue
- Seniority level

How Much To Allocate



A wide-angle photograph of the New York City skyline, including the Freedom Tower, viewed from across the water. The sky is overcast and grey. The water in the foreground is calm, creating a clear reflection of the buildings and the sky above.

Panthera Advisors

Alejandro Cremades

Alejandro@PantheraAdvisors.com

Mike Seversen

Mike@PantheraAdvisors.com