

Inner Circle

JUNE 20 SESSION



**“Enjoy the journey of being
an entrepreneur.”**

The Importance Of Financial Projections

- Is it worth pursuing?
- Is it profitable enough?
- What will be the ROI?
- How long to break even?
- How much is needed to reach the milestones?

What To Include In The Deck

Customers

Revenues

Expenses

What Financial Models Do

**Raising
Capital**

**Making
Acquisitions**

Budgeting

Forecasting

Pre-Emptive Offers

- Wait for the term sheet
- Do you like the investor?
- Are you happy with the terms?
- Do they have a good network that you can leverage?
- Is the amount of capital enough for 18-24 months?

Friends & Family

Pros

- Easiest
- Best terms
- Share in the wins

Cons

- Relationship risk
- Limited capital
- Future impact
- Sophistication

Snowball Effect In Fundraising



Approaching Meetings

What To Do

- Screen the investor in advance
- Look into their investment thesis
- Have the materials polished
- Create a follow up channel
- Ask the 3 key questions
- Practice your story

How To Know You Are Targeting The Right Investors

- They are interested in your business model
- They are investing in startups in your location
- They like your segment
- They invest in your financing cycle
- The timelines work with yours

Fear Of Missing Out

FOMO

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

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