

Inner Circle

AUGUST 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*

**“Success only comes to
those who dare to
attempt.”**

-----Mallika Tripathi

Materials Needed

#1

Pitch Deck

#2

Business
Plan

#3

Financial
Model

#4

Data
Room

#5

The Pitch

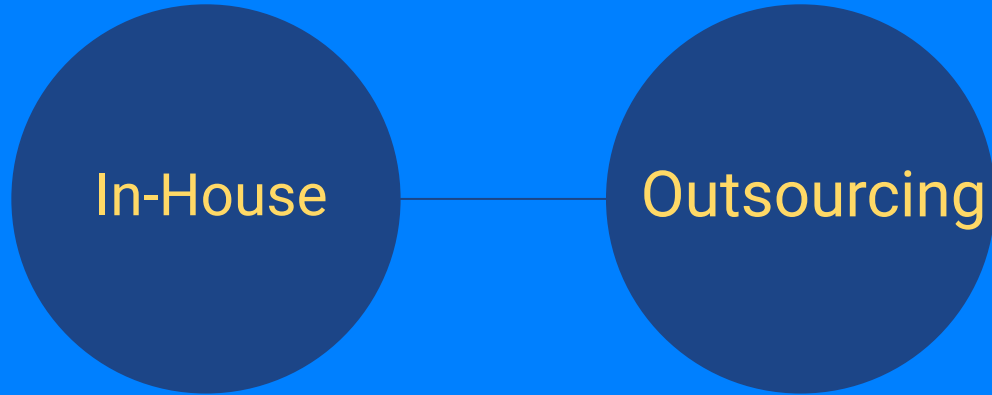
#6

Press
Release

#7

Diligence
Folder

Big Danger



What You Want In Boards

Look for

- Expertise and advice
- Network effects
- Branding and credibility
- Support in decisions

Avoid

- Voting on compensation
- Firing you
- Failing to act

Fundraising Tips

**Raise when you
don't need it**

Start early

**Create personal
connections**

**Set
milestones**

Reading investors body language

- Eye contact
- Posture
- Stance
- Facial expressions
- The handshake

A wide-angle photograph of the New York City skyline, including the Freedom Tower, viewed from across the water. The skyline is reflected in the calm water in the foreground. The sky is a pale, overcast blue.

Panthera Advisors

Alejandro Cremades

Alejandro@PantheraAdvisors.com

Mike Seversen

Mike@PantheraAdvisors.com