

Inner Circle

SEPTEMBER 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*

“Fundraising is not about quantity. It’s about quality.”

-----AC

Refresher

- Avoid negotiating from a place of desperation
- Build relationships and trust in advance
- Expect rounds to take longer than you think
- Raise capital when you don't need it
- Venture capital is a people business
- Tackle the largest market
- Your business model is everything

Key Insights

Lead Gen

Strategy

Mechanics

People

First Hires

Chief People
Officer

CFO

Chief
Revenue
Officer

What To Look For

Fast learners

Good at
networking

Thinking,
simplicity,
and focus

Cold Emailing Investors

Look For

- Interest in your industry
- Excited about investing in your business model
- Writes the check you need
- Right financing cycle
- Great network

Finding Them

- Email lists
- Scrape emails from the web
- Find the email combination with Hunter.io
- Crowdfunding
- Schools and universities
- Angel groups

How To Structure The Email

- From address
- Subject line
- First paragraph
- Second paragraph
- Call to action

Friends & Family

Why

- It's easy
- The best terms
- A way to help them diversify
- Get backers early

Who

- Immediate family
- Close friends
- Former classmates
- Bosses or former workers
- Friends of the family

Keep Costs Down

What To Do

- Research and research!
- Spend money when its a must
- Invest in advice
- Outsource everything you can
- Focus on the MVP

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.

Panthera Advisors

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