

Inner Circle

DECEMBER 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 talking. It's about listening.”

-----Alejandro Cremades

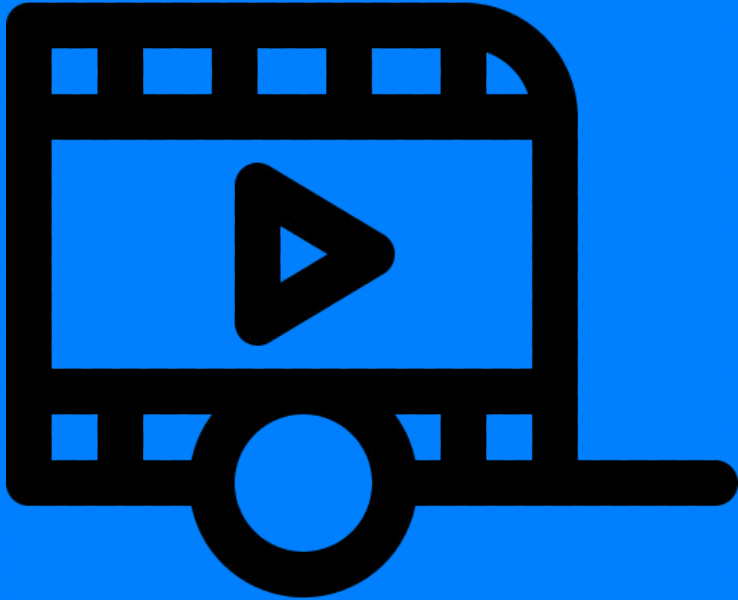
Full Cycle Reflections

Stay Lean

Hit PFM

Sense of
Urgency

Cover Slide



- **55% of a first impression is visual**
- **10th of a second to determine trustworthiness**
- **50 milliseconds to form an opinion**

Executive Summaries In Pitch Decks



Sending Your Pitch Deck

Connecting

- Cold emails
- DMs on social media
- Comments on blogs
- Pitch events
- Accelerators

Sharing

- Send deck + financials
- Send one pager if requested
- Keep up with investor updates and follow ups

Common Traits of Success

- Bold
- Stubborn
- HArdworking
- Great listener
- Eager to debate
- Willing to struggle

Amount Being Raised

Milestones

Runway

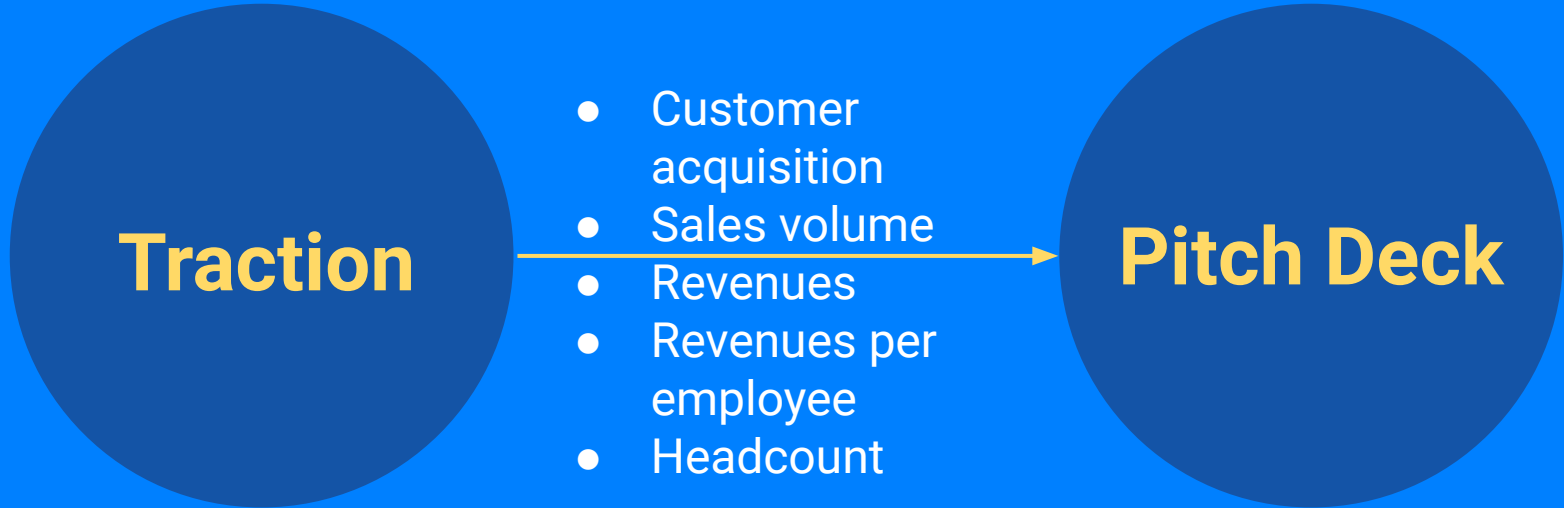
Hiring

Market Comps

Defining Your Target Customers

- **Job titles**
- **Income**
- **Education**
- **Networth**
- **Pains and aspirations**
- **Brand affiliations**
- **Communication mediums used**
- **Time and day they take action**
- **Favorite colors, devices, etc**

Traction



Expect These Questions

Questions

- How well are you retaining customers?
- Sales from new vs existing?
- Forecast of traction?
- What are the profit margins?

Actions

- Join an accelerator
- Partner up for distribution
- Get scrappy with marketing
- Leverage affiliates
- Publish content
- Make sure your team is focused on THE metric

100 Questions From Investors

forbes.com/sites/alejandrocremades/2018/08/14/100-questions-investors-will-ask-entrepreneurs-seeking-funding/?sh=2d60128f4d81


Forbes

Subscribe | Sign In


BETA

Aug 14, 2018, 09:10am EDT

100 Questions Investors Will Ask Entrepreneurs Seeking Funding

 **Alejandro Cremades** Former Contributor
Entrepreneurs
Author of The Art of Startup Fundraising & Serial Entrepreneur

f
t
in



Pixabay PIXABAY

Before you walk into an investor meeting or on stage to present your startup, you need to know the answers to the questions listed below.



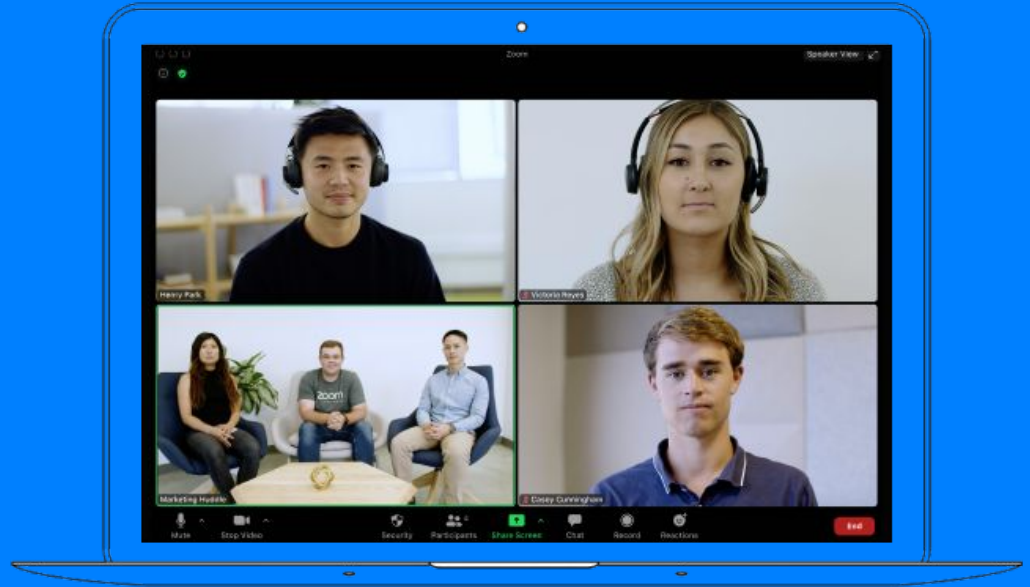
Making The Shortlist Of Investors

- Background operational expertise
- Good network of talent and investors
- Access to top tier talent
- Mission and vision believers
- Investing in similar companies
- Has a good reputation
- Working on a similar timeline for an exit



Pitching Via Video

- Take time to prepare
- Practice
- Be aware of limitations with the free version
- Have backups of everything
- Be familiar with the channel
- Keep backgrounds clear
- Avoid going solo
- Tweak and repeat



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

Panthera Advisors

Alejandro Cremades

Alejandro@PantheraAdvisors.com

Mike Seversen

Mike@PantheraAdvisors.com