

# Inner Circle

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**NOVEMBER 20 SESSION**



# COACH

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## 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 never about the money. It’s about the network that gives you the money.”**

-----Alejandro Cremades

# Startup Hurdles

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Doubt

Balance

Ownership

# Differentiating From Competition

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## Ideas

- Price
- Brand image
- Convenience
- Speed
- Value
- Customer Service

**What is your WHY???**

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# When to make the jump

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**People want  
to pay**

**Willing to  
take risks**

**Big market**

**Growing  
market**

# Building With Data - Surveys

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# Keep an eye on cash flow

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- More leverage with investors
- Bankruptcy
- Losing staff
- Losing vendors
- Marketing
- Stress

# Deadly signs of a bad pitch deck

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- Pitch deck is ugly
- Cover slide lacks info
- Too many slides
- Too detailed and complicated
- Missing data
- Overstating claims
- Not acknowledging competition

# Tips for fundraising in this environment

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- Adjust your pitch for the new normal
- Use the camera not just the voice
- Being sure you have the right setup
- Turn off all notifications
- Take your time to prepare



# Friends & Family

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**Who?**

**Why?**

Family members, coworkers, college classmates,  
social media connections

Practice, capital, opening doors

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

# Panthera Advisors

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