

Inner Circle

January 2021 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*

“You can't fake passion.”

-----Barbara Corcoran

If the investor outreach is not working...



Keep
following up

Revise
target list

Increase
pipeline

Following up with investors

Channels

- Text
- Whatsapp
- Email
- Social media
- Blogs

Messaging

- Updates
- Milestones
- Hires
- Revenues
- Feedback impact
- Other relevant info

Investor Search Tools - Part 1

**Google
Search**

**Google
Alerts**

Crunchbase

Linkedin

Investor Search Tools - Part 2

**Funding
Platforms**

**Media
Outlets**

Associations

Podcasts

Tricky questions from investors

- How are you different?
- Are you willing to move?
- Why do you want to do this?
- Why do you think you are uniquely best to execute on this?
- What is your marketing plan?
- What feedback have you received so far?
- How have you funded this business so far?
- How many months of runway do you have left?
- Who else has committed to invest in this round?

What investors look for in the team

Commitment

Focus &
simplicity

Capability

Add more
advisors

Future
hires

Mention
other
investors

Fundraising = Storytelling



Video pitches (Zoom vs Google Meet)



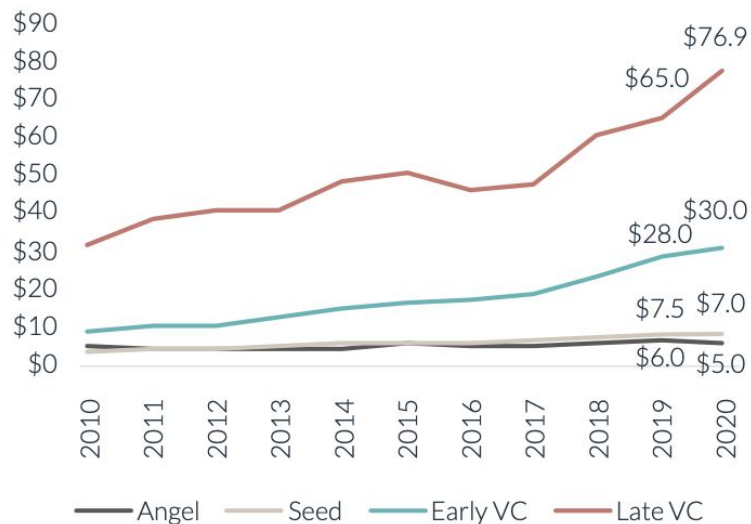
Current fundraising state

\$428 million

Valuations in 2020

Valuation growth tapers outside of the late stage

Median US VC pre-money valuation (\$M) by stage

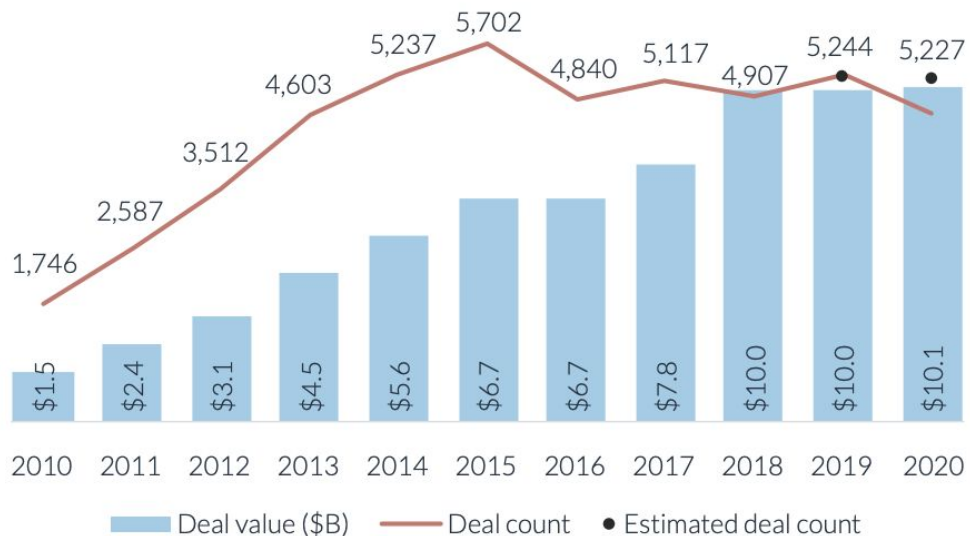


PitchBook-NVCA Venture Monitor

Financing activity

Despite pandemic, 2020 activity was strong

US angel and seed deal activity (with deal count estimation)



PitchBook-NVCA Venture Monitor



Panthera Advisors

Alejandro Cremades

Alejandro@PantheraAdvisors.com

Mike Seversen

Mike@PantheraAdvisors.com