

# Inner Circle

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**FEBRUARY 21 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*

**“Opportunities don't  
happen. You create them.”**

-----Chris Grosser

# Measuring Fundraising Success

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#1

Pitches made

#2

Average raised per investor

#3

Pitch deck views

#4

Time spent on pitch deck

#5

Data room views

#6

Linkedin views

#7

Email open rates

# How to stop losing investor interest

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- Start early
- Ramp up PR and marketing
- Keep it short
- Start with a large amount committed
- Follow up
- Send updates on progress

# Why US Investors

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## Why

- Bigger money
- Aggressive money
- Connected money

## Where

- Schools
- Startup accelerators
- Startup competitions
- Crowdfunding platforms
- Emails
- Social media

# Pitch Deck Facts - Part 1

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**1K+ Pitch decks created  
every day**

**10 slides needed**

**Font size: 30 points**

**Time spent: 2.41  
seconds**

# Pitch Deck Facts - Part 2

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**1% of pitch decks get funded**

**Seed round timeline:  
12 weeks from start  
to close**

**Most viewed slides:  
competition, team,  
financials**

**Only 58% of successful  
pitch decks include a  
financial slide**



# Pitch Deck Facts - Part 3

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**20 minutes to deliver  
presentation**

**Expect \$250K to \$5M**

**Each slide worth \$200K**

**Cost range: \$1,500 to  
\$50,000**

# Trust is everything!



# Building trust before sending pitch deck

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- **Connect regularly and hang out**
- **Be sure your online presence is strong**
- **USE the press and media**
- **Raise money**
- **Ask how you can add value for them**
- **Do what you say**
- **Ask for advice**

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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