

Inner Circle

April 21 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*

**“What you visualize, you
realize”**

-----Alejandro Cremades

Things to consider for the investor outreach

- Check sizes
- Length of their fund
- Investment philosophy and thesis
- Criteria and priorities
- References from other entrepreneurs
- Past successful and failed investments
- Preferred methods of communication
- Personal interests, likes, passions, and fears

Channels to engage investors

- Twitter
- LinkedIn
- Crunchbase
- Email
- Phone
- Crowdfunding platforms
- In person networking
- Blogs



Assets to push momentum

- Press release syndication
- Blogging
- Article distribution
- Social media
- PPC advertising
- Outdoor advertising



How to share the pitch deck



Board Meetings

Challenges

- Shortage of time to prepare meetings
- Unfamiliar with the basics
- Not knowing what to expect
- Confusion about data or the info presented
- Too much information in too little time

Tips

- Keep it focused
- Deliver results
- Actionable with timeline
- Strategic and not tactical
- Define goals
- Propose strategy
- Set up and distribute the agenda in advance

What do they have in common?

They see the world as a place where amazing things can happen. Where billions of lives can be improved and where technology can change the way we live.



Key topics for the discussion

**Strategy
viability**

Challenges

**Execution
requirements**

Implementation

Impressing investors after getting funding

What to do

- Investor updates
- Good board meetings
- You do what you say
- Delivering on milestones
- Giving great returns on exit

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

Alejandro Cremades

Alejandro@PantheraAdvisors.com

Mike Seversen

Mike@PantheraAdvisors.com