

Inner Circle

MARCH 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*

**“Life happens because of
you.”**

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Storytelling In Pitch Decks

Relatable

Feels
Real

Emotional

How to cut down pitch decks

#1

More images

#2

Increase font size

#3

1 to 2 sentences

#4

3 bullet points
max

#5

3 min to view

#6

Test it

#7

Optimize

Finding investors via LinkedIn

- Create a great profile
- Develop a network
- Do your research
- Become part of groups
- Create a story
- Go for risk takers
- Post wisely
- Keep updating and remain active

Seed vs. Series A

Seed

- Roadmap
- Founding team
- Individuals
- \$250K to \$2M
- Convertible notes

Series A

- Product market fit
- Leadership team
- Institutionals
- \$5M to \$10M
- Equity rounds

Key consideration

Everything starts with the transaction.

How to scale

**Prove unit
economics**

**Improve systems
& efficiency**

Hiring

**PR &
Marketing**

Cold emailing investors

- Choose the right subject line
- Keep it short and brief
- Personalize it
- Tell a story
- Give you final validation

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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