

Inner Circle

JUNE 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*

**“Everything will always
work out.”**

-----N/A

How dilution works?

- Company formation
- Option pool
- Fundraising
- M&A

Choosing Your Market

Size of the market

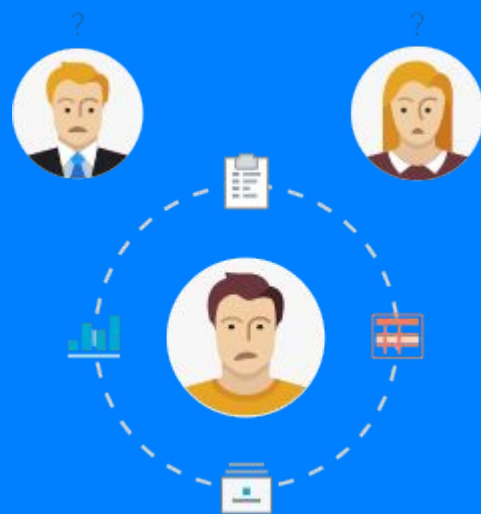
**Speed of growth
CAGR**

**How mature is the
market**

Blue ocean

\$100M+ Lessons

- How to articulate the business
- Knowing your unit economics
- Understand what scale looks like
- Avoiding unnecessary conversations
- Picking the right investors
- Focus on the lead
- Raising as much as possible
- Preparing the round



Investor First Impression

Body Language

- Attitude
- Good posture
- Eye contact
- Handshake
- Gestures with speech
- Display leadership & authority

Narrative

- Why
- What
- How

Pitch Deck Design

#1

Icon headers

#2

Consistency on
format and design

#3

Ideal length

#4

Consistent
background

#5

Graphics and
animations

#6

Timeline charts

#7

Diagrams

The importance of pausing



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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