

Inner Circle

MAY 21 SESSION



COACH



Alejandro Cremades

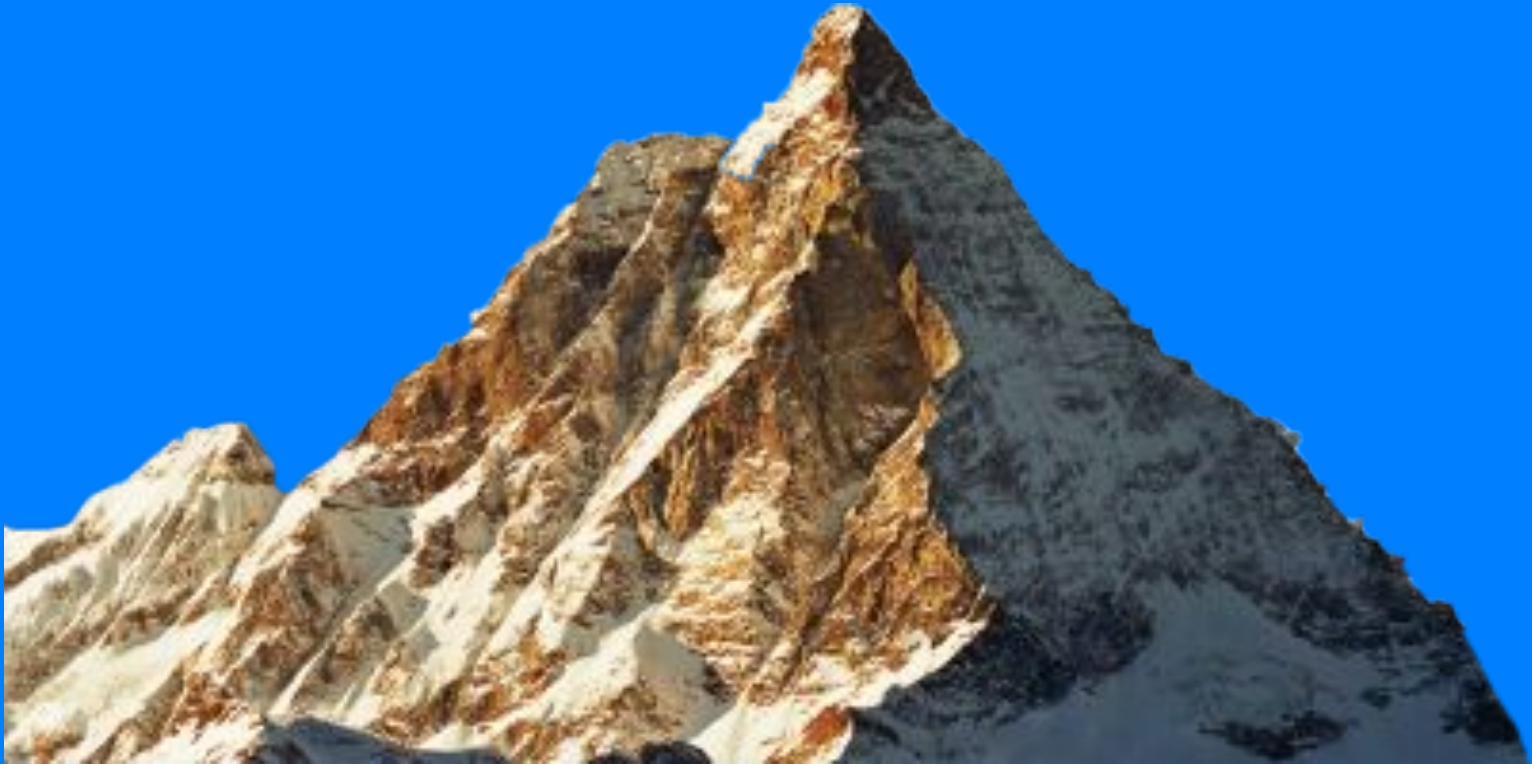
CoFounder at Panthera Advisors

- 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*

**“Fundraising is the gentle
art of teaching the joy of
giving.”**

-----Hank Rosso

How much traction?



Measuring & Increasing Traction

Measure

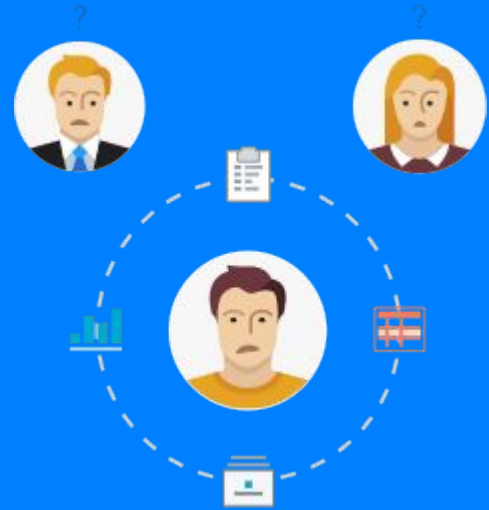
- Valuation
- Market Share
- Profits
- Revenues
- Sales Volume
- Customers
- Employees

Increase

- Grow as a leader
- Content
- M&A
- Automation & optimization
- Branding
- New products
- Marketing
- Recasting goals

Fixing Investor Communication

- Better introductory messages
- Links vs attachments
- Improve materials
- Improve your narrative
- Follow up
- Better updates
- Show results



The problem with NDAs



Authenticity is everything!

**Understanding of the
problem**

**You know your
competition**

**Looking to fill the
gaps**

Prepared for Q&As

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.

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