

SMARTMONEY

STARTUPS

Fundraising Sprint Program



Your SmartMoney Team



Jeff (J.D.) Davids



Luis Berga

Program Schedule

COURSE OVERVIEW:

Feb. 2, 2017 at 9:00am PST – Module 1: Introduction & Market Mapping

Feb. 9, 2017 at 9:00am PST – Module 2: Targeting Deals & Investors

Feb. 16, 2017 at 9:00am PST – Module 3: Fundraising Campaign Roadmap

Feb. 23, 2017 at 9:00am PST – Module 4: Email Templates & Investor Readiness Scorecards

ASK ME ANYTHING SESSIONS:

Feb. 7, 2017 at 9:00am PST – AMA Session (Ask Me Anything)

Feb. 14, 2017 at 9:00am PST – AMA Session (Ask Me Anything)

Feb. 21, 2017 at 9:00am PST – AMA Session (Ask Me Anything)

Feb. 28, 2017 at 9:00am PST – AMA Session (Ask Me Anything)

Fundraising Sprint Feb 2017



Nader Fathi



Savina Hawkins



Joel Russell



Remy Mraz



Vivienne Francis



Ian DeVries



Alex Cano

Mastermind Group Rules of Engagement

- Safe place to share
- No dumb questions
- Confidentiality
- Full transparency
- Rigorously honest
- Ask questions, suggest solutions/ideas
- Don't take it personally
- Don't mean it personally

Today's Topics

- Fundraising Roadmap
 - Target List
- Investor Pitch Materials
 - Consistent Messaging
 - Elevator Pitch
 - Talking Points
 - Executive Summary
 - Investor Pitch Deck
 - Business Model Canvas
- Advisory Board
- Timing to launch campaign

Fundraising Roadmap

Build a Target List

Get Warm Introductions

Investor Outreach Campaign

Visibility Campaign

Create Momentum

Think like an Investor

Sequoia Capital

Pitch Deck Template

Flow

FYI Only – NOT a slide for your deck

Company Purpose

Problem

Solution

Why Now

Market Size

Competition

Product

Business Model

Team

Financials

Risk / Reward



3 Buckets of Risk

Market Risk

Technology Risk

Execution Risk

Campaign Roadmap

Consistent Cadence of Updates

Focus on Positive Sales Progress

Help them Visualize Success

Don't project fear

Build Trust & Confidence

Continue Building Your Team

Q & A

SMARTMONEY

STARTUPS

The RIGHT Investors

In the RIGHT DEALS

At the RIGHT TIME