

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



Viviene 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

Company Purpose Problem Solution Why Now Market Size Competition Product **Business Model** Team **Financials**



Risk / Reward

3 Buckets of Risk

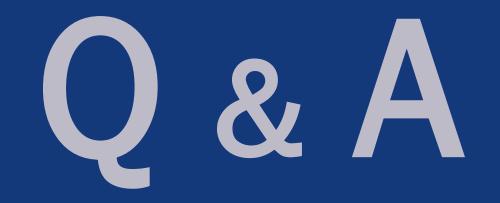
Market Risk

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**





The <u>RIGHT</u> Investors In the <u>RIGHT DEALS</u> At the <u>RIGHT TIME</u>