

SMARTMONEY

STARTUPS

Happy Valentine's Day!



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



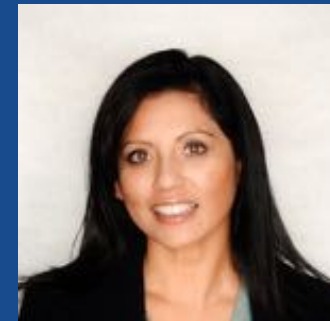
Nader Fathi



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

- Finding Investors
 - Seed Investors – smaller checks
 - Crunchbase Pro?
 - Common Red Flags
- Team
 - Roles, Responsibilities, Expectations
 - Advisors – credibility - metrics
 - Co-Founders
 - Recruiting ahead
 - What we have
 - What we need
- Pitch
 - Vivien - Demo Day
 - Slides – 1 takeaway, 1 transition
 - PRACTICE – out loud
 - Dry Runs

Fundraising Roadmap

Build a Target List

Get Warm Introductions

Investor Outreach Campaign

Visibility Campaign

Create Momentum

Fundraising Campaign Best Practices

Consistent Cadence of Updates
Focus on Positive Sales Progress
Help them Visualize Success
Don't project fear
Build Trust & Confidence
Continue Building Your Team

Think like an Investor

Risk / Reward



Q & A

SMARTMONEY
STARTUPS

The RIGHT Investors
In the RIGHT DEALS
At the RIGHT TIME