

SMARTMONEY
STARTUPS

A Fresh Approach
to
Startup Fundraising

Fundraising Sprint Program



Your SmartMoney Team



Jeff (J.D.) Davids



Luis Berga

Program Schedule

Live Webinar Sessions:

- Tuesday, March 7, 9-10:30AM Pacific** Module 1: Introduction & Market Mapping
Tuesday, March 14, 9-10:30AM Pacific Module 2: Targeting Deals & Investors
Tuesday, March 21, 9-10:30AM Pacific Module 3: Fundraising Campaign Roadmap
Tuesday, March 28, 9-10:30AM Pacific Module 4: Email Templates & Investor Readiness Scorecards

Live AMA Sessions

Ask Me Anything:

- Thursday, March 9, 9-10:30AM Pacific** Ask Me Anything Session
Thursday, March 16, 9-10:30AM Pacific Ask Me Anything Session
Thursday, March 23, 9-10:30AM Pacific Ask Me Anything Session
Thursday, March 30, 9-10:30AM Pacific Ask Me Anything Session

Fundraising Sprint Mar 2017



Steve McCloskey



Keita Funakawa



Edgardo Leija



Rich Goldman



Meena Sankaran



Tom Saftig



Kevin Harris



Surra Yanamadala



Chad Tytten



Jake Freeman



Corey Taylor

Sprint Program 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

Primary Goal



Ultimate Goal

Help Your Customers

Have a lot of Customers

Build a valuable, growing company

Create value, extract value

Need Resources

(Cash & Team)

Pinnacle of Success



Value Creation

Product Invention

Today's Topics

- When an investor passes.....
 - Finding out why....REALLY why
 - Adjust valuation?
- Relevant Books
- Relevant Events to Attend
- Target Investor Research
 - How to selectively research
 - Zoom In – Zoom Out
- Helpful Reminders
 - Consistent Messaging
 - Elevator Pitch
 - Talking Points

Relevant Books

- Venture Deals by Brad Feld
- Business Model Generation by Alexander Osterwalder & Yves Pigneur
- The Art of Innovation – Ideo methodologies for product ideation
- The Art of the Start – Guy Kawasaki
- ShoeDog – Phil Knight: Nike
- The Hard Thing about Hard Things – Mark Andreessen & Ben Horowitz
- Ask by Ryan Levesque
- Inevitable by Kevin Kelly
- Crossing the Chasm – Geoffrey Moore
- Innovators Dilemma – Clayton Christiansen
- Non-Obvious by Rohit Bhargava
- Steve Jobs by Walter Isaacson
- Only the Paranoid Survive - Andy Groves (fmr Intel)
- High Output Management – Andy Groves (fmr Intel)
- The Four Hour Workweek by Tim Ferriss (80/20 rule)
- Don't Shoot the Dog – Karen Byer

Favorite Podcasts

- Tim Ferriss
- Both Sides of the Table – Mark Suster @ Upfront Ventures
- A16Z (Andreessen Horowitz)
- Bloomberg Tech (TV show)
- Ventured – KPCB (Kleiner Perkins Caufield & Byers)
- Innovation Hub - Boston
- Marketplace – NPR (MacroEconomics)
- Planet Money
- Wharton Business Radio (Sirius XM 111)
- Entrepreneurs are Everywhere w/Steve Blank & Rob Coneybear
- This Week in Startups (Jason Calacanis)
- The Ideacast – Harvard
- Startup

Relevant Events – San Diego

- SDVG – San Diego Venture Group
(www.sdvg.org)
- Startup Week San Diego (June)
- San Diego Tech Founders (FB group)
- UCSD – von Liebig Entrepreneur Center
- <http://jacobsschool.ucsd.edu/ige/index.sfe>
- Ignite @ UCSD
- TCA – Tech Coast Angels
- SLP – Startup Leadership Program
- Startup Grind (sponsored by Google)
- Tech Stars
- SXSW
- Launch Conference in San Francisco

Fundraising Roadmap

Build a Target List

Get Warm Introductions

Investor Outreach Campaign

Visibility Campaign

Create Momentum

3 Buckets of Risk

Market Risk

Technology Risk

Execution Risk

Fundraising Sprint Components

- Market Map of Key Industry Players
- Target List of SmartMoney Investors
- Fundraising Campaign Roadmap
- Investor Email Templates
- Customer Traction Report

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

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