

FUNDRAISING BOOTCAMP: AGENDA



Sofinancira
Evropska unija

DAY 1 14 th of Oct	DAY 2 15 th of Oct	DAY 3 16 th of Oct	DAY 4 17 th of Oct	DAY 5 18 th of Oct
<p>10am Kick Off</p> <p>11am Knowledge Session + VC 101</p> <p>Lunch Break</p> <p>3.30pm Knowledge Session + The Investor Kit</p> <p>4.30pm Pitch Workshop</p>	<p>10am Knowledge Session + Investor Pack + Live Pitch Analysis</p> <p>Lunch Break</p> <p>1.30pm Personalised 1:1 advisory – session #1 1.30pm: Group 1 3pm: Group 2 4.30pm: Group 3</p>	<p>10am Knowledge Session + Financials + USP + Team + Advanced data research + Tech Tools</p> <p>Lunch Break</p> <p>1.30pm Personalised 1:1 advisory – session #2 1.30pm: Group 1 3pm: Group 2 4.30pm: Group 3</p>	<p>10am Knowledge Session + Assessing Investors + Meeting Investors and process + Deal Dynamics</p> <p>Lunch Break</p> <p>1pm Personalised 1:1 advisory – session #3 1.30pm: Group 1 3pm: Group 2 4.30pm: Group 3</p> <p>6.30pm Drinks & Networking</p>	<p>10am Personalised 1:1 advisory – session #4 1.30pm: Group 1 3pm: Group 2 4.30pm: Group 3</p> <p>Lunch Break</p> <p>1pm The launchpad</p> <p>3.30pm Final Pitching + Feedback</p> <p>5.30pm Closing Session</p> <p>6pm Finish</p>

FUNDRAISING BOOTCAMP: CURRICULUM

Kick Off

Venture Capital: what you don't know, why it matters

- State of Nation – what matters this quarter
- How founders fail their funding rounds
- VC-GP-LP-IRR-DPI & other key terms
- Who and how VCs make money
- Why raise from VC (and why not)
- Dilution, dirty tricks and horror stories
- Alternatives to VC funding
- What investors expect from you
- What's different at Seed, A, B & after
- What investors don't tell you
- VC rejection map (spoken and unspoken)
- How they use you, not help you
- VC lingo, key terms, BS and ego in VC
- Who is who, who does what
- Nasty term sheet tricks
- Common mistakes & misconceptions
- PR hype vs. active funds

The Investor Kit

- Building your investor proposition
- Full Investor pack – why, what and how
- Executive summary
- Pitch email
- In-person pitch deck
- Leave behind pitch deck
- Investor Memorandum
- Financials
- Printed Q&A
- Information is power, how and when to distribute your info pack for maximum impact

Pitch Workshop

- What's your investor proposition?
- Personalised pitch variations
- Hooking investors' brains
- Pitching without slides

Investor Pack

- Common mistakes, good & bad examples
- What's expected
- Your pitch docs: practical guides
- Your IM: practical guide

Live Pitch Analysis

- In-person and Zoom pitches
- Emotional hooks and triggers you can use

Financials

- Understand what investors need to see and why
- Financial storylining with examples
- Valuation methods & how to set yours
- Showing traction, even if you don't have it
- KPIs, CLV, LTV, CAC and others
- Runway vs. milestones

USP

- How to stand out in a noisy market
- Building a clear USP
- What to do if you're not that special
- Reality distortion field, with examples
- Investor hooks

Team

- Why investors care so much about it
- What they need to see
- Team storylining

FUNDRAISING BOOTCAMP: CURRICULUM

Advanced data research

- Advanced Searches and data tricks
- Competitive information
- Bring clarity from the data noise

Tech Tools

- Fundraising toolbox
- No-BS templates: cap table, financial model, decks
- VC search engine
- Reverse look-up investors you don't know
- FB VC database
- Weighted investor list
- Investor Tracker
- 400 free tech tools
- Do I need specialised software?

Personalised 1:1 advisory - session #1

- Your investor proposition
- Detailed feedback on your docs
- Finding your pitch hook
- Simplify and crystalize value prop
- Iteration loop

Assessing Investors

- Investors aren't equal: how to rank them
- Common founder mistakes
- Critical checks and due diligence
- Europe vs. US investors
 - Key differences
 - Pros & cons of each
 - Expectations UK vs. EU investors
 - Mixing up

Meeting investors and process

- Process timeline
- Seasons and seasonality
- How to connect with investors
 - How to get introduced, with templates
 - Cold email template
 - Follow-up template
- Meeting investors
 - How to handle pre-meeting calls
 - Setting goals for each Investor meeting

Deal Dynamics

- How to create a competitive platform for your funding round
- How to leverage investor ego and FOMO
- Timings, stages, priorities
- Setting your process calendar
- Should you disclose your valuation and other investors?
- Your plan B: when things go wrong
- Exclusivity periods
 - Using information asymmetry to your advantage
 - How, who and when to disclose
 - What you should/shouldn't disclose
- Psychology tricks to optimise your deal
- When to accelerate, when to pause for maximum impact

Personalised 1:1 advisory - session #2

- Your investor proposition
- Detailed feedback on your docs
- Finding your pitch hook
- Simplify and crystalize value prop
- Iteration loop

FUNDRAISING BOOTCAMP: CURRICULUM

Personalised 1:1 advisory - session #3

- Your investor proposition
- Detailed feedback on your docs
- Finding your pitch hook
- Simplify and crystalize value prop
- Iteration loop

Pitch Delivery with Ginny Radmall

- Learn the ins and outs of pitching, with exercises and techniques for maximum impact
- Pitching on Zoom – and the tech you need
- Breathing and posture techniques

Final Pitching + Feedback

Closing Session

- Your progress
- What happens next
- Bootcamp goodie bag – presents for the road
- Bootcamp community

Final Q&A