



# Preparing for Venture Fundraising

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# The Fundraising Process...

What pop culture  
thinks fundraising is



# The Fundraising Process...

What your friends  
think fundraising is





# The Fundraising Process...

What other founders  
tell you fundraising is



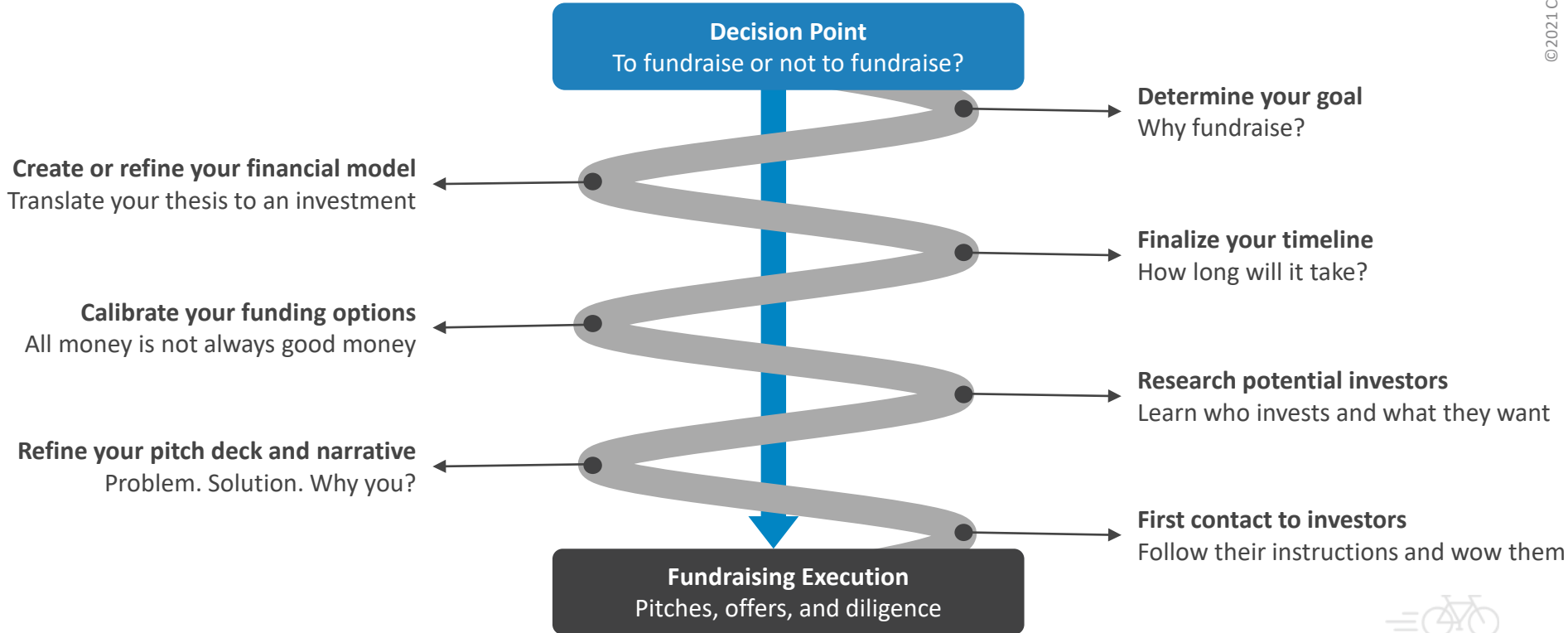
# The Fundraising Process...

What fundraising  
actually is





# The real fundraising process



# Why fundraise?

## Good reasons...

- Produce a working prototype
- Finish the MVP
- Complete clinical trials
- Commercialize the product

## ...not so good reasons

- To pay expenses and salaries
- Running out of money
- My friend's company did
- To “scale up”



# Create or refine your financial model

Compelling, commercial thesis

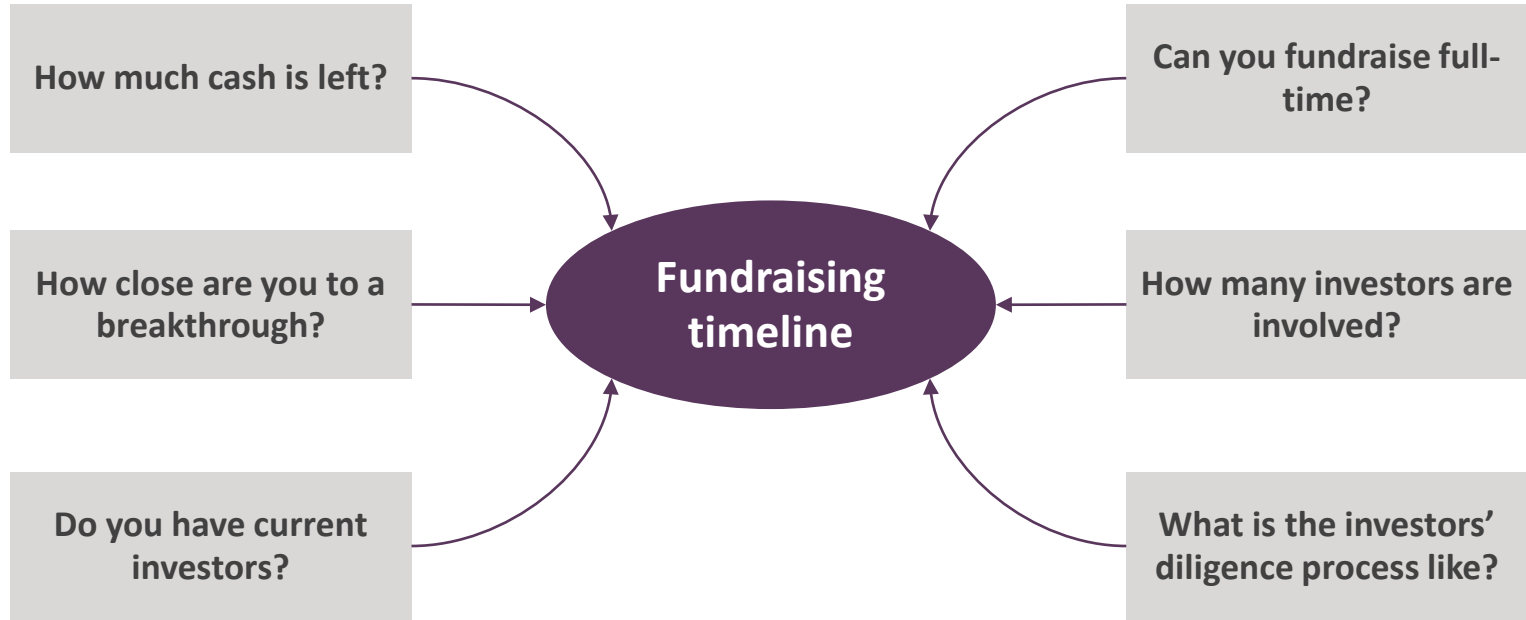
- Problem, solution, and assumptions

Financials reflecting an attractive investment

- Precise amount needed to raise
- Refinement of key assumptions and drivers, easily adjustable



# How long will it take?



# Research the type of money you want

## Angel Investors and Friends & Family

- Investment amounts: \$25-\$250K
- Return expectations: 20%-35%
- When they invest: seed and pre-seed
- Diligence process: short and simple
- Exit time frame: 3-5 years
- Board involvement: one for the group

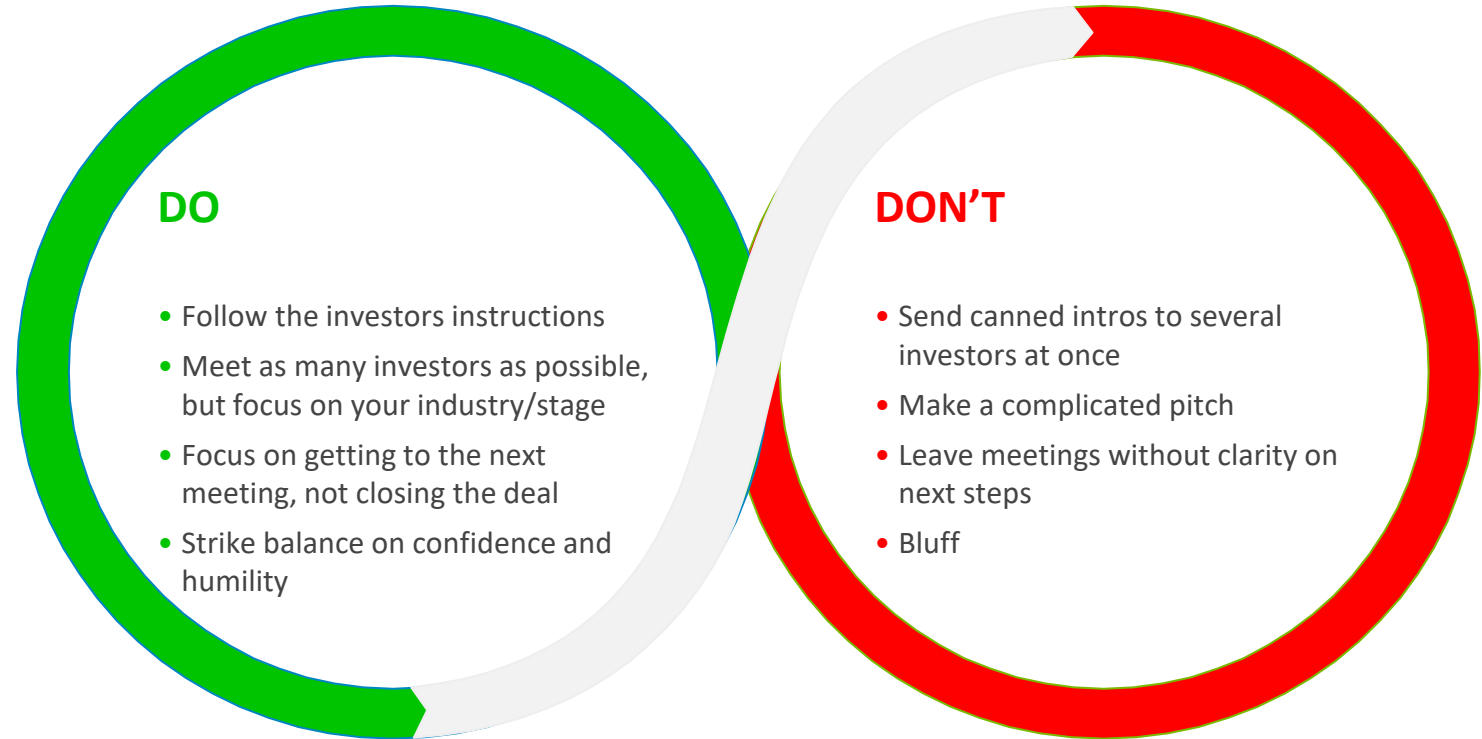
## Venture Capitalists

- Investment amounts: \$500K-\$25M
- Return expectations: >25%
- When they invest: Series A and beyond
- Diligence process: long and complex
- Exit time frame: <10 years
- Board involvement: significant

# Refine your pitch deck and narrative



# Find your investors and “wow” them on first contact





100%



# Questions

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# Thank you!

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