

Webinar series

Life after the raise?

We'll start at 10:05 / EEST.



Mar 21
10:00

What makes a fundable startup?

Apr 4
10:00

Specifying your round

Apr 11
10:00

Preparing the materials

Apr 25
10:00

Running the raise

May 2
10:00

What to do after you've raised

What learning expectations you have for today's session?

Today's agenda

- Why Investor relations matters
- Milestones & Execution
- Investor Reporting
- Q&A

Investor relations

It's a marriage.

And surprisingly many startups takes
the relationship for granted.

Active vs. Passive investors?

Why foster investor relations?

- Follow on funding
 - Operational support & Decision making
 - Talent & Network

 - Investors might have been there before
 - But not that often than you might think though
 - Investor cannot guess where you need help
- Get to know your investors inside out.

Team & Advisor GAP table - Company A

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Function/Team experience	Idea (Pre-Seed)	Product/market fit (Seed)	Early growth (A-round)	Fast growth (B-round)	Fast growth (C-D round)	Late growth (F-round)	Mature
Entrepreneurship/Management	Employee name	Employee name	Employee name	Advisor name	Advisor name		
Sales	Employee name	Employee name	Employee name	Employee name	Advisor name	Employee name	Employee name
Marketing	Advisor name	Advisor name	Advisor name	Advisor name			
Software development						Advisor name	Advisor name
Product Management	Advisor name	Advisor name	Advisor name	Advisor name			
Business Development	Employee name	Employee name		Advisor name	Advisor name	Employee name	Employee name
Operations management			Advisor name	Advisor name			Advisor name
Legal	Advisor name	Advisor name	Advisor name	Advisor name			
Finance							
Research (domain expertise)	Employee name	Employee name	Employee name			Employee name	Employee name

Team & Advisor GAP table - Company B

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Function/Team experience	Idea (Pre-Seed)	Product/market fit (Seed)	Early growth (A-round)	Fast growth (B-round)	Fast growth (C-D round)	Late growth (F-round)	Mature
Entrepreneurship/Management							
Sales						Employee name	Employee name
Marketing	Advisor name	Advisor name					
Software development	Employee name	Employee name				Advisor name	Advisor name
Product Management							
Business Development						Employee name	Employee name
Operations management							Advisor name
Legal							
Finance							
Research (domain expertise)	Employee name	Employee name	Employee name				

How to keep investor happy?

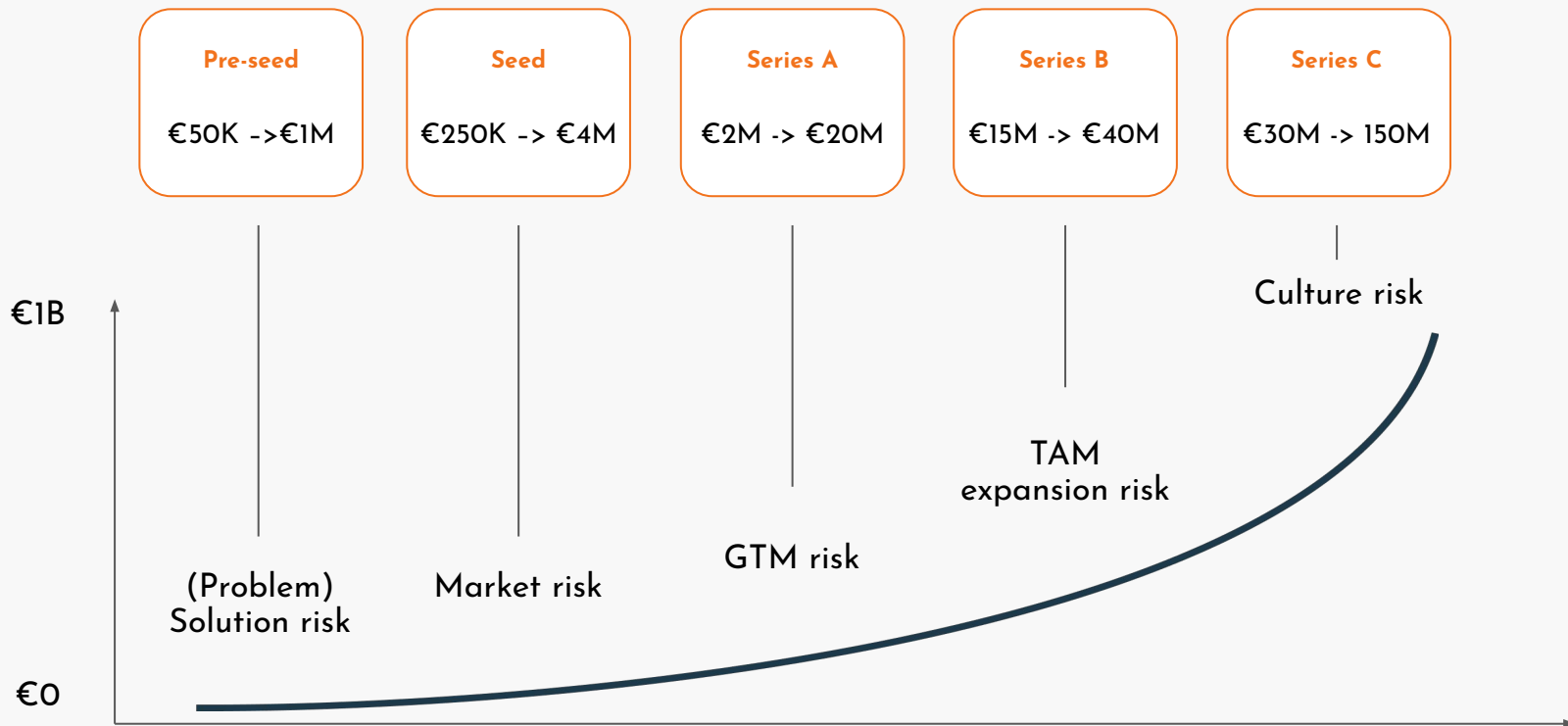
Execute **like hell**. And get your numbers.



“What if we don’t succeed?”

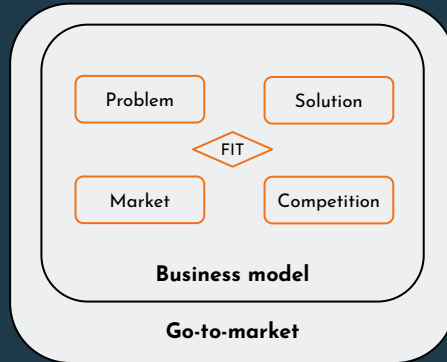


“Well, execute in a way
that you **will succeed.**”



Focus & Break the round into sub-goals

- Spend 80% validating the stage hypothesis. 20% planning the future.



Focus & Break the round into sub-goals

- Spend 80% validating the stage hypothesis. 20% planning the future.
- Execute in clear steps and avoid doing too much at the same time
- Make sure investors can follow up on your execution
 - Investor hate, if they you contact only when you need money
 - Even if you are doing rational stuff, if the investors don't know it you will hard time to convince them to bridge you

Keep investor updated → reporting

- Create timeline & stick to it.
 - No news is important news.
- Use a template - No need to invent the wheel
- Document in a easily findable format
 - Use easy-to-comment tools

Monthly Investor Update for Antler Portfolio Companies

This is a recommended template for Antler portfolio companies. Antler is the global investor backing the world's most driven founders, from day zero to greatness.

TL;DR

[Insert only the most important summary. If they only remember 3 things from this update, what do you want them to remember?]

Vitals

Runway (months) Example data

May 2021

12

Cash Burn Example data

May 2021

-\$126,522

↑ 36.55% from last month

Example data

	MAR 2021	APR 2021	MAY 2021
Cash Balance	\$5,915,539	\$5,716,147	\$5,601,345
Paying Customers	471	321	592
MRR	\$12,862	\$12,868	\$12,874
Headcount	193	192	203

Fundraising Status

[When do you intend to kick off your next capital raise?]

The Bad Things & What We've Learned

[Insert]

The Good Things (Since Last Update)

[Key account updates]

[Press]

[Customer Feedback]

The Team

[New team additional, upcoming hires, culture]

Milestones & What's Ahead

[Recent achieved milestones & the next critical milestone]

What I Need Help With & Shout Outs

[Specific, actionable asks; Social proof to help]

Our Pitch

[Latest shareable version of elevator pitch here - help them be your evangelists]

#[CompanyName]Gram

[Use a fun/casual snapshot to make it personal and relatable. For example coffee selfie with an advisor to show others who's helping]

Keep your startup fundable

- Cash is king. Be in a position to use it
- Enable raising from new investors between rounds
- Make sure your investor supports in a bridge round / follow-on rounds.

Q&A

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An abstract graphic consisting of a thick orange line that curves from the bottom left towards the center, then continues as a straight line towards the bottom right. A second, thinner orange line starts from the top right and extends downwards towards the end of the first line.

Upcoming product update

- Matchmaking score & CRM update

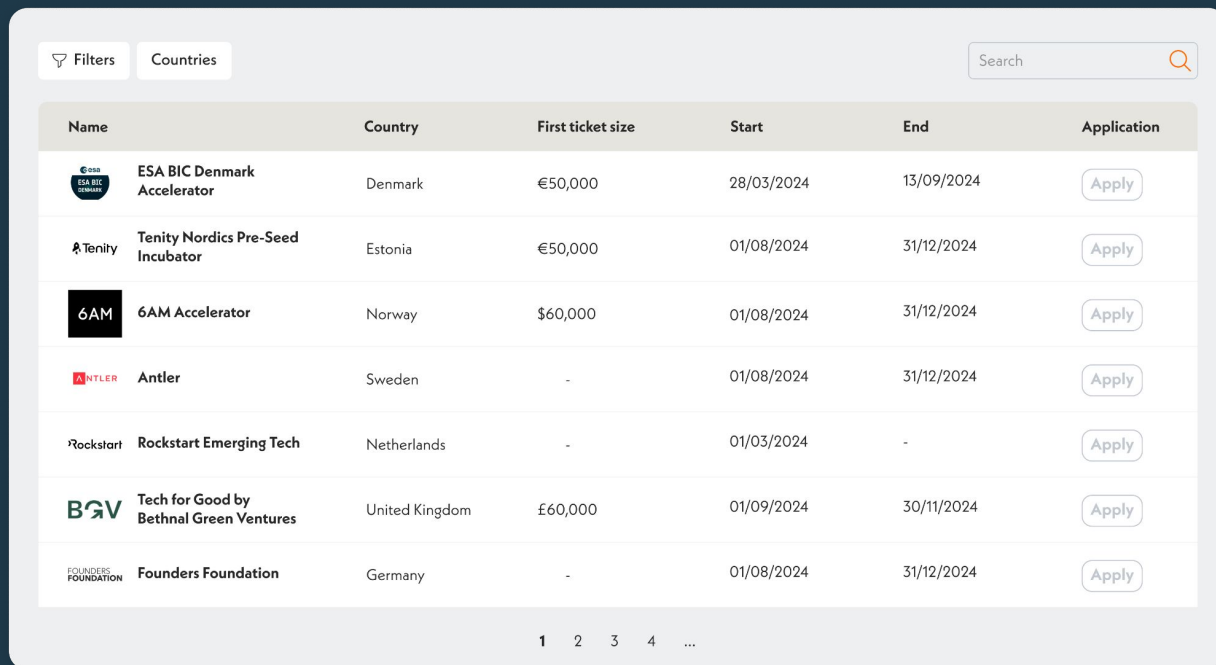
Match score ⓘ










Country	■■■■■	Finland
Stage	■■■■■	Pre-seed
Customer focus	■■■	Small and medium enterprises
Product type	■■■	Software
Industry	■	AI, Consumer internet, AR / VR, AdTech / MarTech / Media
Ticket size	■■■■■	500 000 - 2 000 000 €
Lead	■■■■■	Investor can lead rounds

Need help on the round?

- Accelerator list



The screenshot shows a web interface for an accelerator list. At the top left, there is a 'Filters' button with a funnel icon and a 'Countries' dropdown menu. At the top right, there is a search bar with the text 'Search' and a magnifying glass icon. Below these elements is a table with the following columns: Name, Country, First ticket size, Start, End, and Application. The table contains seven rows of accelerator information. At the bottom of the table, there is a pagination bar with the numbers 1, 2, 3, 4, and an ellipsis (...).

Name	Country	First ticket size	Start	End	Application
 ESA BIC Denmark Accelerator	Denmark	€50,000	28/03/2024	13/09/2024	Apply
 Tenity Nordics Pre-Seed Incubator	Estonia	€50,000	01/08/2024	31/12/2024	Apply
 6AM Accelerator	Norway	\$60,000	01/08/2024	31/12/2024	Apply
 Antler	Sweden	-	01/08/2024	31/12/2024	Apply
 Rockstart Emerging Tech	Netherlands	-	01/03/2024	-	Apply
 Tech for Good by Bethnal Green Ventures	United Kingdom	£60,000	01/09/2024	30/11/2024	Apply
 Founders Foundation	Germany	-	01/08/2024	31/12/2024	Apply

Need help on the round?

Fundability assessment

- Evaluating core fundability components (Problem-Solution-Market-Competition)
- Mapping financial assumptions
- Mapping a finance roadmap

Preparing the raise

- Specifying the pitch
- Preparing the pitch deck
- Building the investor list
- Preparing the DD room
- FAQ for investor meetings

Running the raise

- Contacting investors
- Keeping CRM organised
- Analysing meeting outcomes
- Reviewing calls with investors

Reach out directly to tuomas@hopohopo.io for more info.

Did you like the webinar?

- Share your thoughts about it on LinkedIn
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- Feel free to give us feedback!



Thank you!

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