

Webinar series

Preparing the process and materials

We'll start at 10:05 / EEST.

Meanwhile, feel free to introduce yourselves in the chat and tell us:

- what **sources** have you used for building your **investor list**?
- how **many investors** your list has?

Mar 21
10:00

What makes a fundable startup?

Apr 4
10:00

Specifying your round

Apr 11
10:00

Preparing the materials

Apr 18
10:00

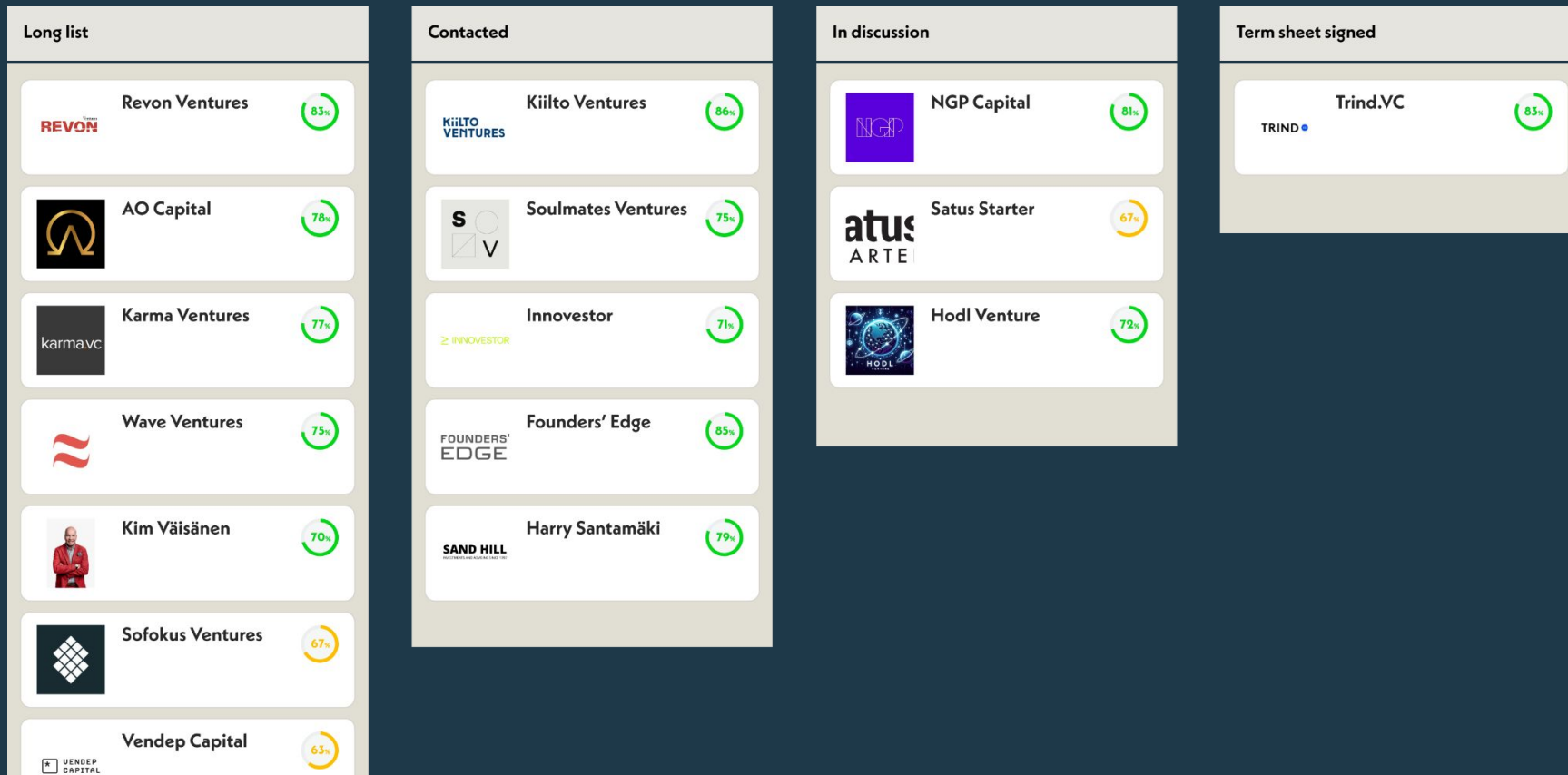
Running the raise

Apr 25
10:00

What to do after you've raised

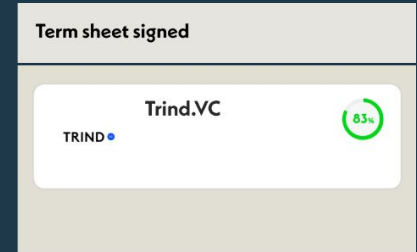
Startup fundraising is
a sales process.

Fundraising is a sales process



Requirements to get a term sheet?















1. Your startup is fundable
2. Great investment case compared to other options investors have
(You use money wisely and valuation is balanced
= Price / quality ratio is great)
3. You find **right the investors**
4. You **get them interested**
5. You can **close the round**



Preparing the process and materials

- Building the investor list
- Pitch deck & other materials to prepare
- What to include in the DD room
- Q&A

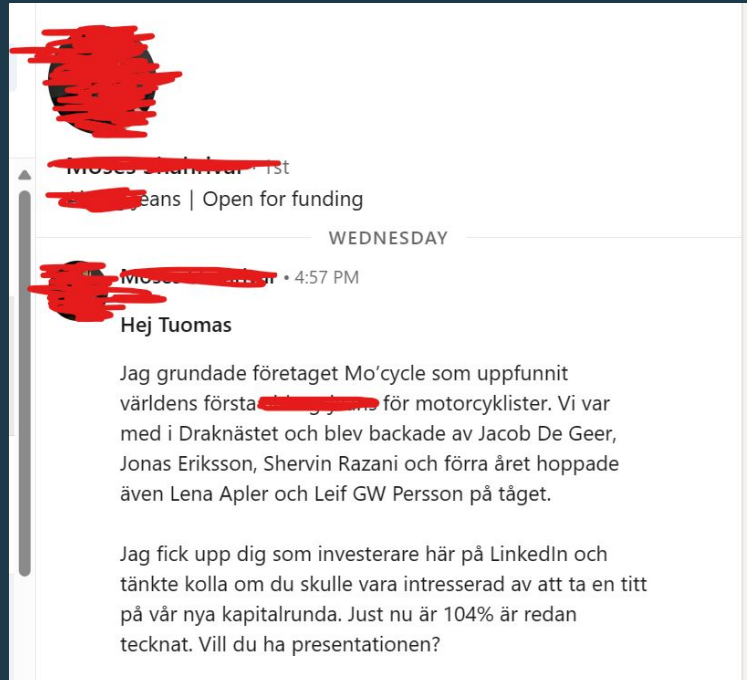
Building your investor list

Long list	
 Revon Ventures 	
 AO Capital 	
 Karma Ventures 	
 Wave Ventures 	
 Kim Väisänen 	
 Sofokus Ventures 	
 Vendep Capital 	








→ It's your lead list. Information about investor that you can prospect.

→ Aim for at least 100 names on the long list

Always **qualify the list**



Qualifying the list

Long list	
 Revon Ventures	83%
 AO Capital	78%
 Karma Ventures	77%
 Wave Ventures	75%
 Kim Väisänen	70%
 Sofokus Ventures	67%
 Vendep Capital	63%

Solution stages

Idea
Prototype

Customer types

B2B2C
Consumers
Large enterprises

Revenue expected
0-30 000 € / month

Product type

Software
Hardware

Invest in
Baltics
Western Europe
Finland, Norway, Sweden

Industries / Verticals
Health tech, Pharma, BioTech

Investment details

Investment role















Lead and follow

First ticket size
€ 100,000 - €1,000,000

Allocations with follow-ons
€ 5,000,000

Portfolio size
35

Building your investor list

Long list	
 Revon Ventures 	
 AO Capital 	
 Karma Ventures 	
 Wave Ventures 	
 Kim Väisänen 	
 Sofokus Ventures 	
 Vendep Capital 	

→ Paid sources:

PitchBook, CrunchBase, Dealroom,
Hopohopo.io :)

→ Free sources:

Accelerators, LinkedIn, Other founders

→ Other:

Events, investor communities & associations

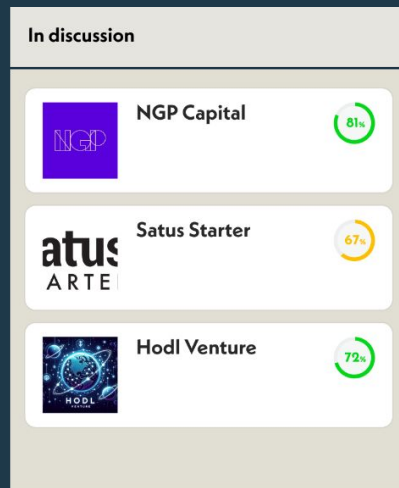
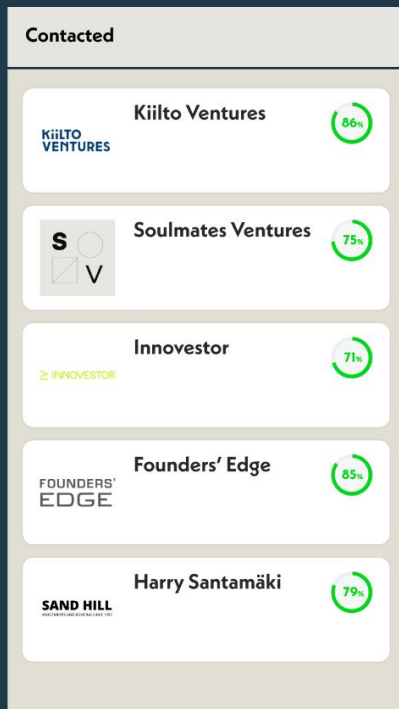
Save days of research
with Hopohopo.io AI qualification

Prioritize based on your access

- Your direct network
- Warm intros
- Email directly to a selected person
- LinkedIn
- Website form
- info@fund.com

**Materials to be
prepared in advance**

What materials you need to prepare



What materials you need to prepare

Must-have:

- Pitch deck
- Roadmap & Financial model
- Basic contracts, auditor statements etc. in DD room

Additional backup: nice to haves:

- Market analyses
- Reference customers interviews;
Product & marketing data
- Team BIO
- Details of competitors

Pitch deck

→ It's a summary of your business

→ The deck **investors to evaluate your case.**
In a very short-time period.

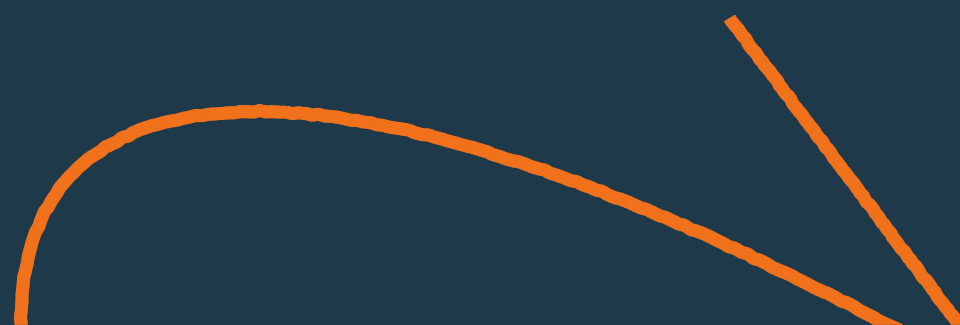


Investors are always trying
to find **something exceptional.**

Your pitch has a **massive impact on
the outcome** with the investor

Examples

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Forward line



Return line

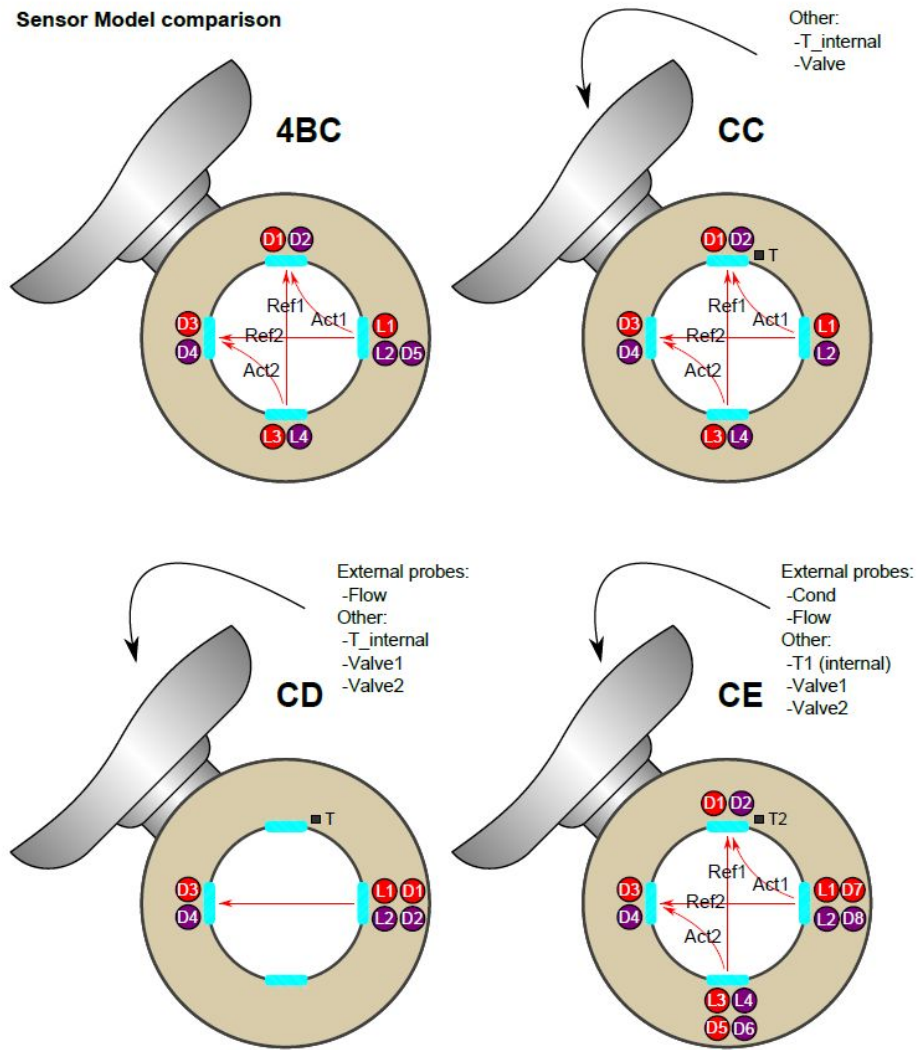


Data Collection Unit



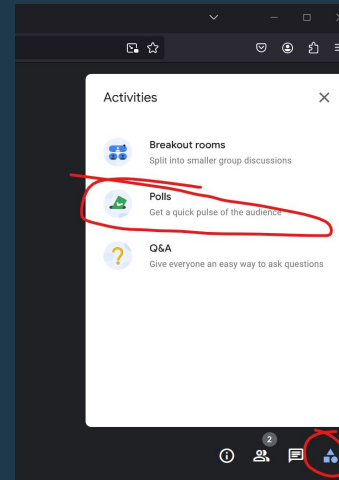
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Sensor Model comparison



Are you
interested to
listen longer?

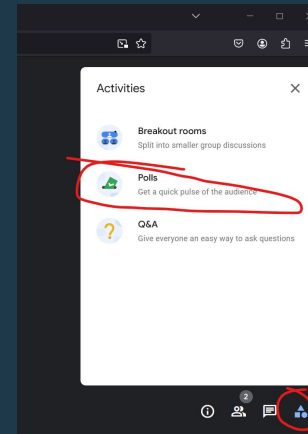
Answer the poll on the
right side of the screen



**We made 1M Sales last year.
And 42% EBIT.**

Did you change your mind?

Answer the poll on the
right side of the screen

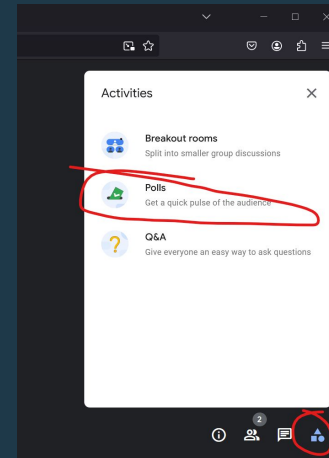


How long would you hand-clean this plate?



Did it now pass the Problem/Solution gate?

Answer the poll on the right side of the screen

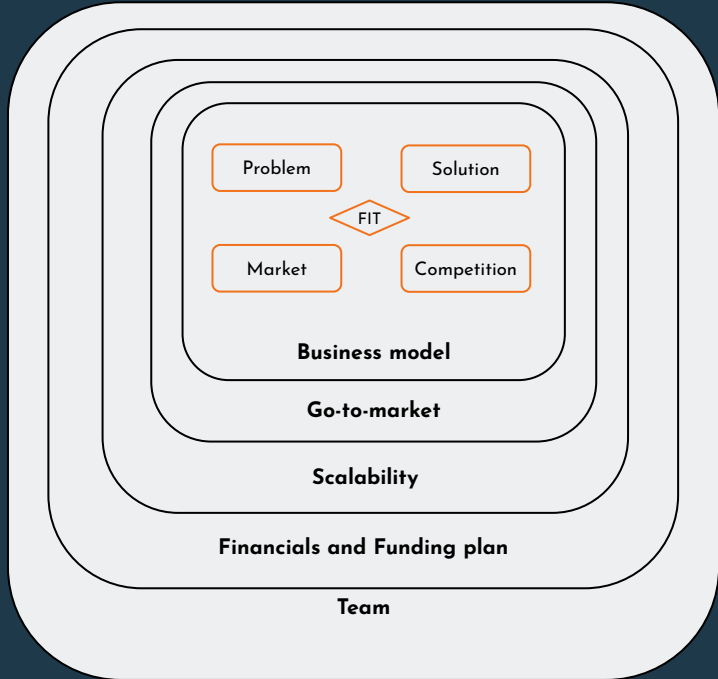


Choosing a storyline for the deck

- Problem/solution
- Traction story
- Dream team
- X for Y

(Lot of others as well, but above works always)

Fundability model vs. pitch deck are naturally linked



1. Company purpose

Define the company purpose in a single declarative statement.

2. Problem

Describe the pain of the customer. Outline how the customer addresses the issue today.

3. Solution

Your company's and customers value prop to make the customers life better. Provide use cases.

4. Why now?

Set up the historical evolution of your category. Define recent trends that make your solution possible.

5. Market size

Identify /profile the customer you cater to. Calculate the TAM (top down) SAM (bottoms up).

6. Competition

List competitors & competitive advantages.

7. Product

Product line up (form factor, functionality, features, architecture, IP). Development roadmap.

8. Business Model

Pricing, Revenue Model, average account size or LTV, CAC. Sales and distribution model, Customer / Pipeline list

9. Team

Founders & Management, Board of Directors, Board or Advisors.

10. Financials

P&L, B/S, Cash Flow, Cap Table, The Deal.

Data room

A place for investors to check your company is legitly organised

Include at least these:

- Company founding docs
- Financial statements and auditor letters
- Employee contracts
- Customer contracts
- Other contracts, that has meaningful impact
- IPR

Data room

A place for investors to check your company is legitly organised

- Prepare it **in advance**.
- A lot of missing documents will look **suspicious and/or sloppy**, although most contracts can be created afterwards.

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.



Mar 21
10:00

**What makes a
fundable startup?**

Mar 28
10:00

Specifying your round

Apr 11
10:00

Preparing the materials

Apr 18
10:00

Running the raise

Apr 25
10:00

**What to do after
you've raised**

To receive webinar reminders and recordings, make sure to register at








www.hopohopo.io/fundraising-essentials

NEXT WEBINAR

Running the raise

Need help on preparing the round?

1. List of Europe's Acceleration Programs

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

1 2 3 4 ...

Need help on preparing the round?

- We do have **bandwidth for few more assignments**
- We also have a large vetted partner network from IPR, Legal, Financial services etc.

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

Did you like the webinar?

- Share your thoughts about it on LinkedIn
- Follow our company LinkedIn account
- Feel free to give us feedback!



Thank you!

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