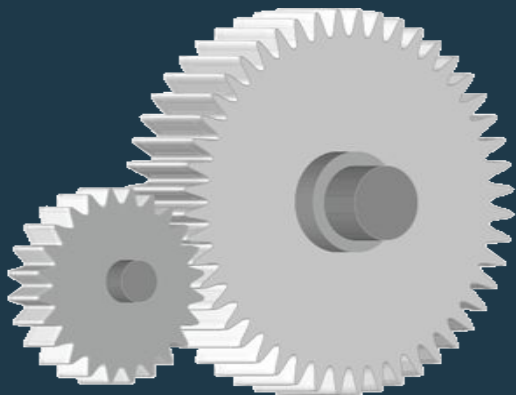


Webinar series

Running 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

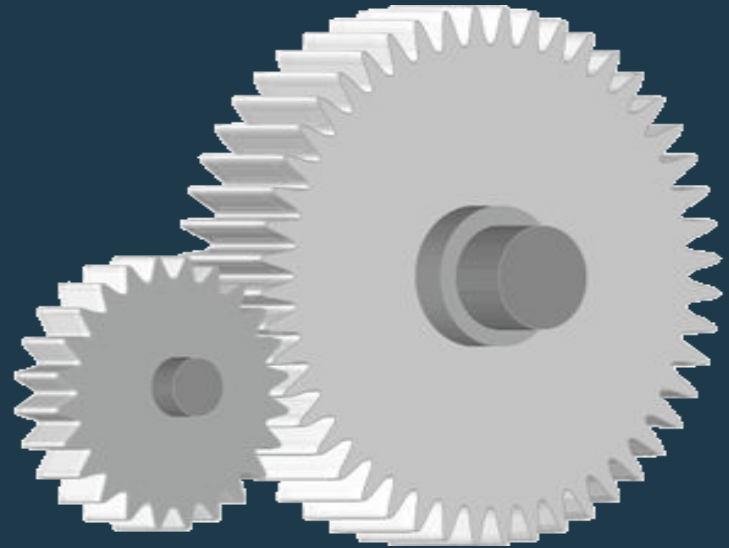
May 2
10:00

What to do after you've raised

Running the raise

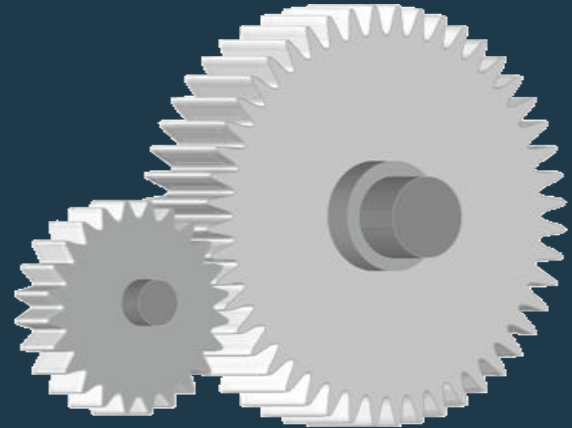
- Fundraising is a momentum game
- How to run the process effectively in batches
- What to do in the different funnel steps
- Q&A

Fundraising is a
momentum game.



What is **momentum**?







Investors are great at
sniffing whether you are
going to **make it or not.**








How do you build
the momentum?

Prepare. Prepare. Prepare. In steps.




Short list

- 
Revon Ventures 83%
- 
AO Capital 78%
- 
Karma Ventures 77%
- 
Wave Ventures 75%
- 
Kim Väisänen 70%
- 
Sofokus Ventures 67%


Contacted

- 
Kiilto Ventures 86%
- 
Soulmates Ventures 75%
- 
Innovestor 71%
- 
Founders' Edge 85%
- 
Harry Santamäki 79%

In discussion

- 
NGP Capital 81%
- 
Satus Starter 67%
- 
Hodl Venture 72%

Term sheet signed

- 
Trind.VC 83%

... but also in batches.

Prepare min 20 investors to short list

Short list


 **Revon Ventures** 83%

 **AO Capital** 78%

 **Karma Ventures** 77%

 **Wave Ventures** 75%

 **Kim Väisänen** 70%

 **Sofokus Ventures** 67%

Contact at least 5 at the same time

Contacted

 **Kiilto Ventures** 86%

 **Soulmates Ventures** 75%


 **Innovestor** 71%

 **Founders' Edge** 85%

 **Harry Santamäki** 79%

In discussion

 **NGP Capital** 81%

 **Satus Starter** 67%

 **Hodl Venture** 72%

Aim for 3-5 term sheets

Term sheet signed

 **Trind.VC** 83%

Why batches?

- You are more confident when you know you have more than one bullet
- You get comparables and don't need to rely on single investor input
- You are able to create process timeline without faking it

Process timeline?

Process timeline?

Hey, we at SuperFuzzy doing AI for Dog Food; We hit 100k MRR with 30% MOM revenue growth in past 3 months, and now raising pre-series A to validate our GTM.

.....

... Attached our deck.

Is this something that catches your appetite?
















If yes, can you indicate your initial interest by (10 days)?

Communicate clear, realistic(ish) and short enough timelines

Give 2 weeks time to reply

Plan 4-8 weeks.
Communicate something shorter.

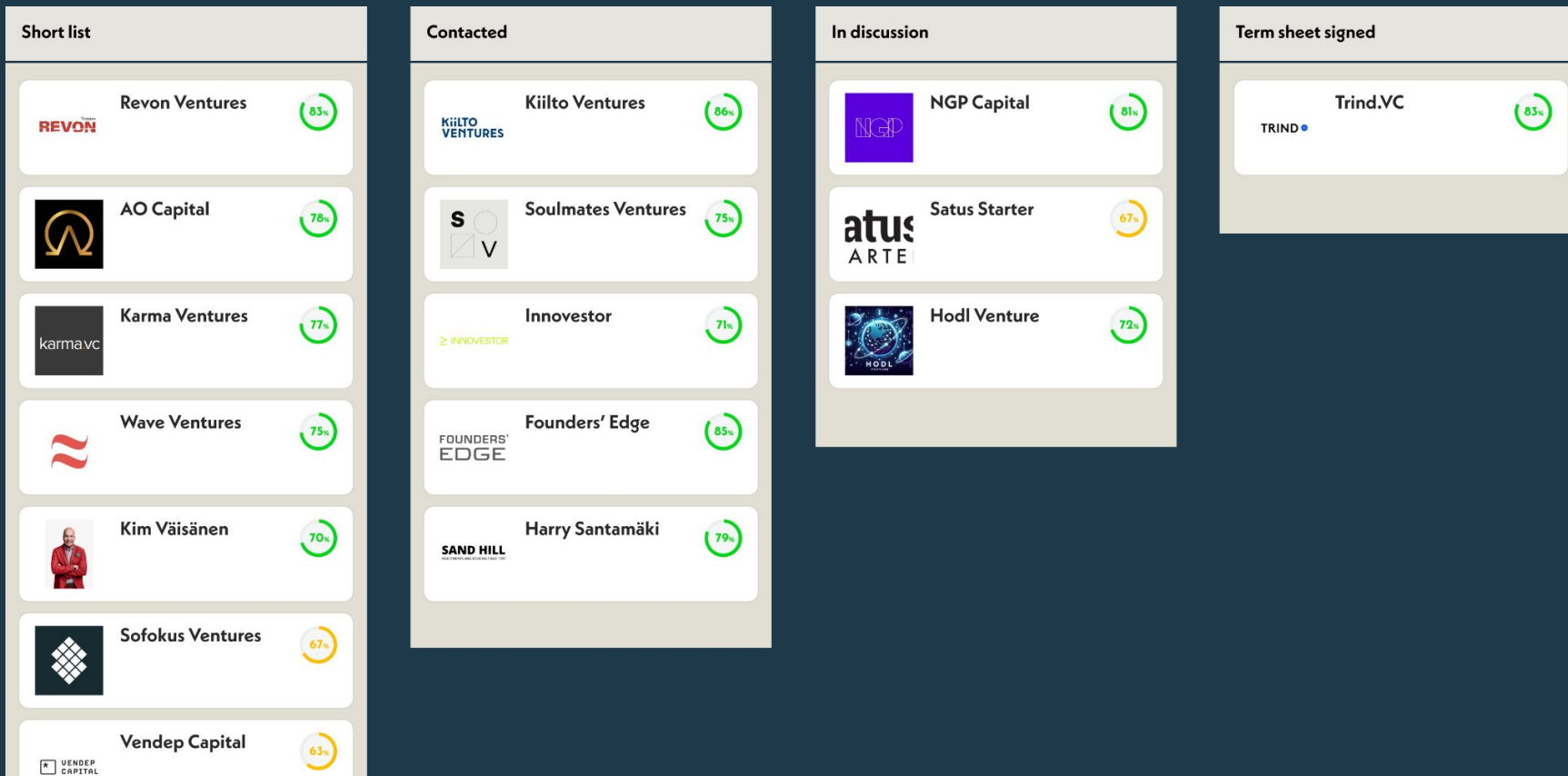
Communicate that your
want to close the round in
2 months.

Short list	Contacted	In discussion	Term sheet signed
 Revon Ventures 83%	 Kiilto Ventures 86%	 NGP Capital 81%	 Trind.VC 83%
 AO Capital 78%	 Soulmates Ventures 75%	 Satus Starter 67%	
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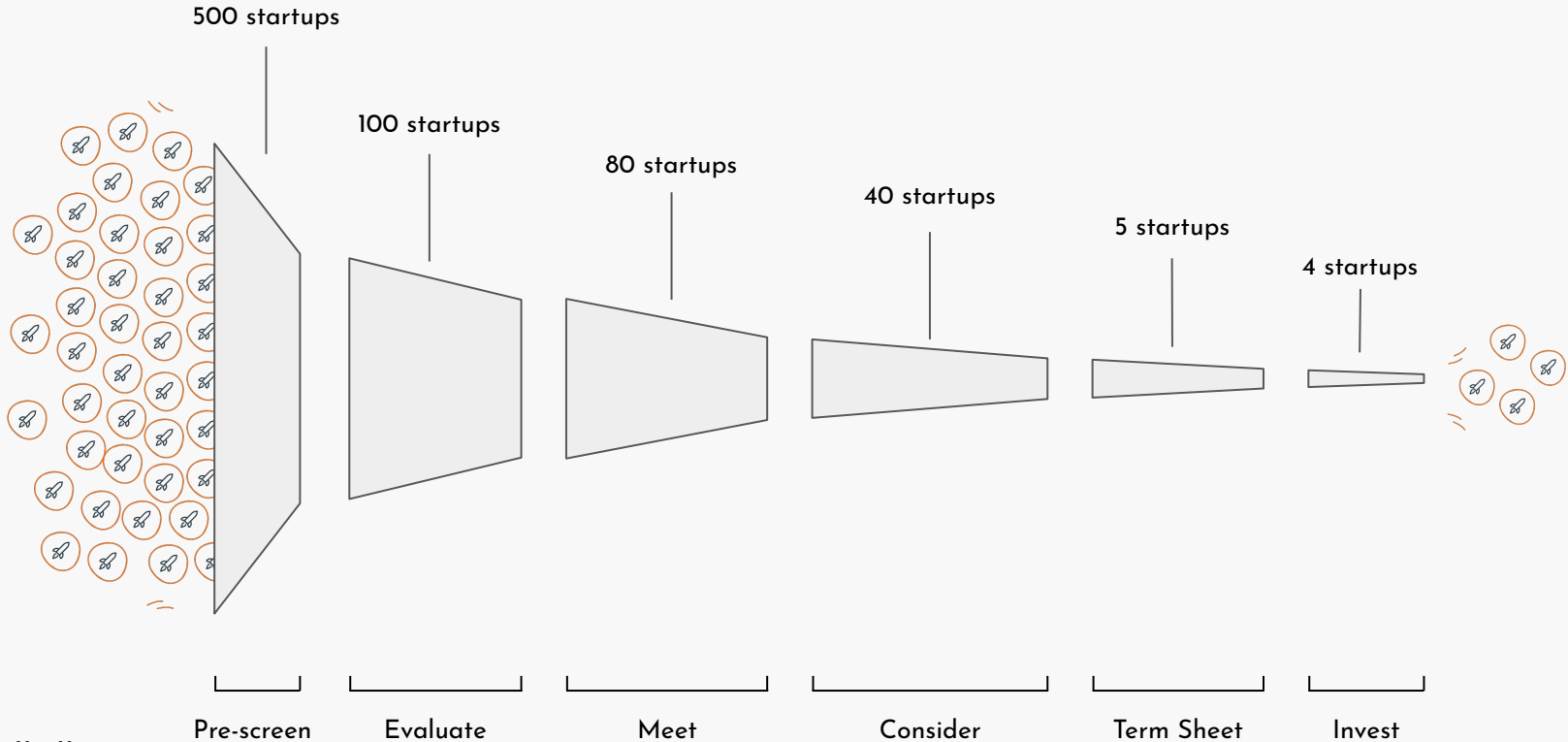
**Show that you drive the process.
Be confident, humble and collaborative.**

... without triggering the BS meter.

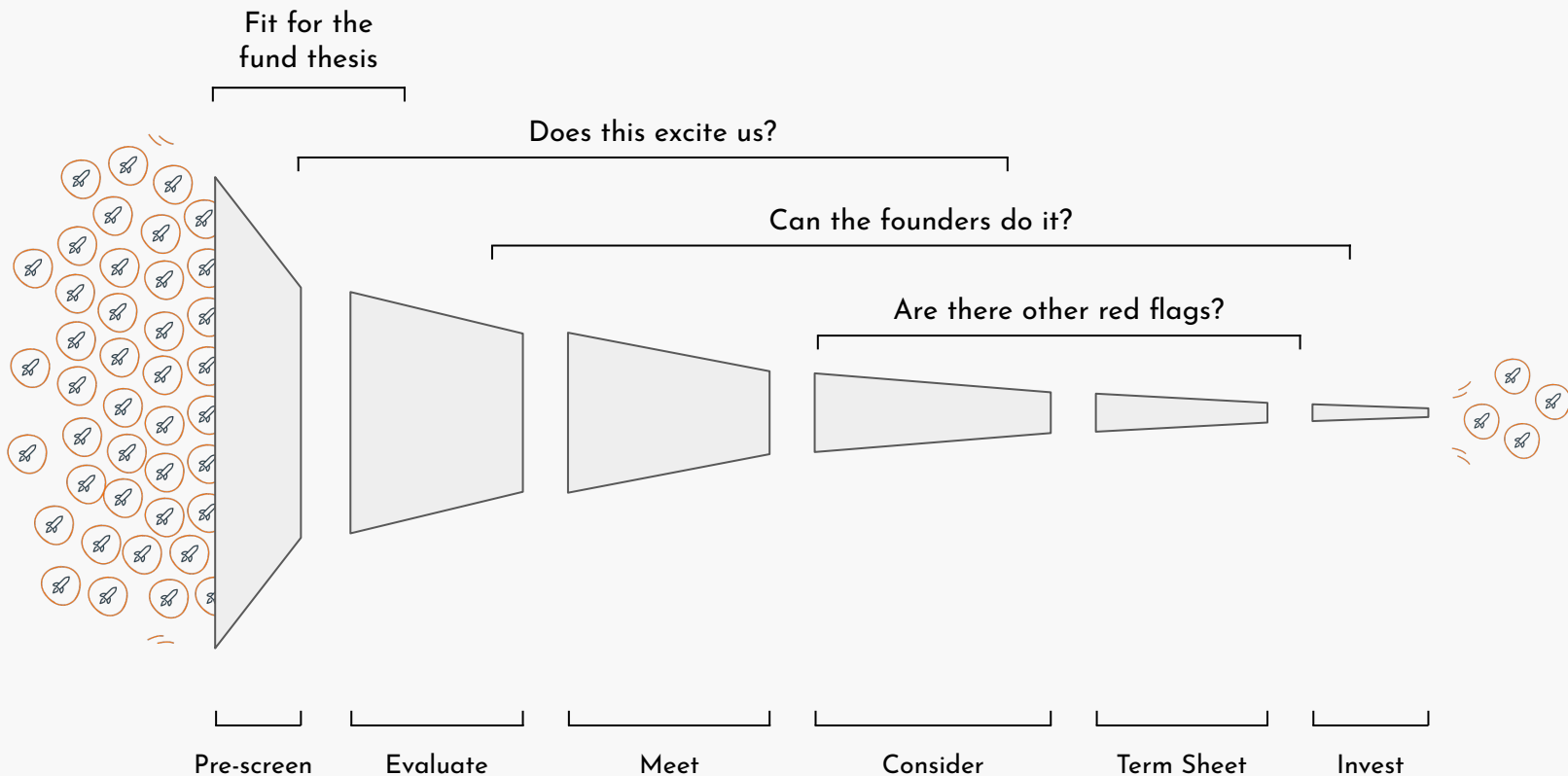
What to do in different steps?



How the funnel looks like from the investor POV

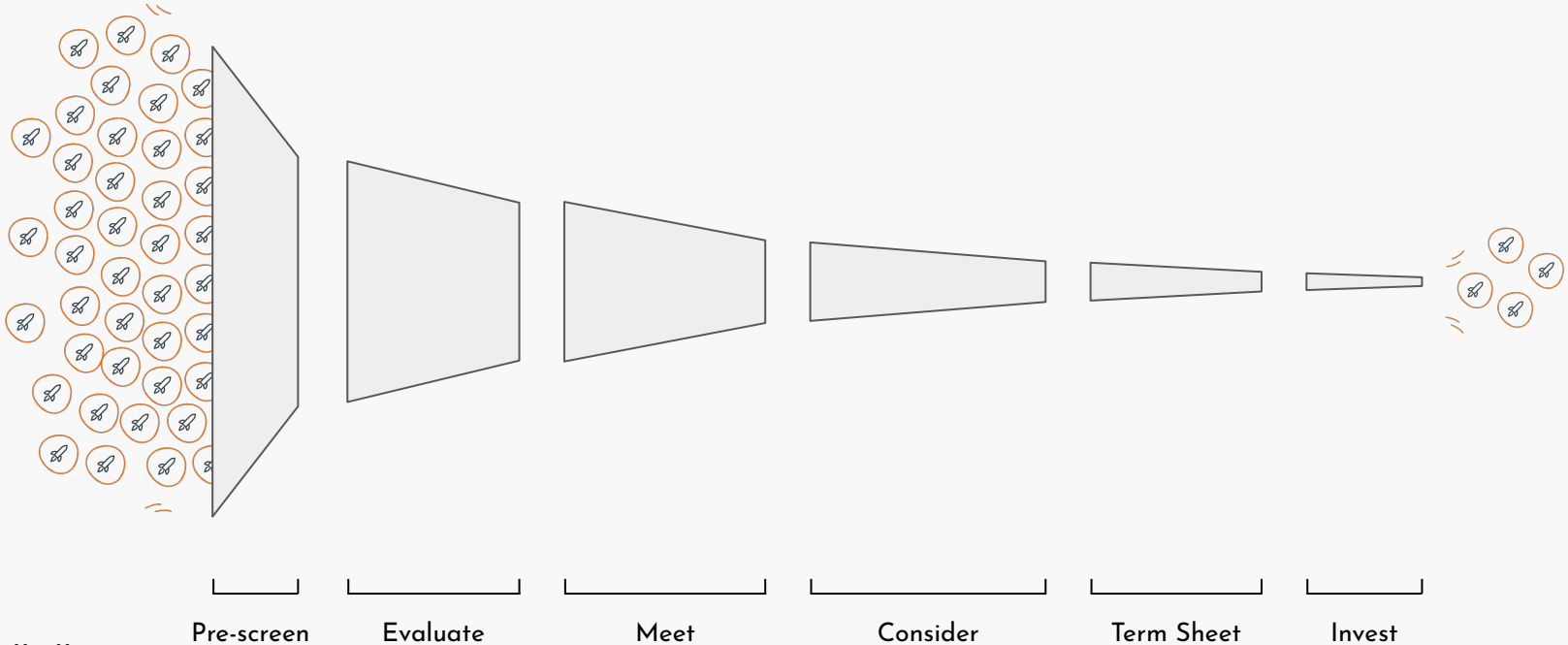


What does the investor evaluate at each step?



Your job is to get to the end.

... or **disqualify** as early as possible.

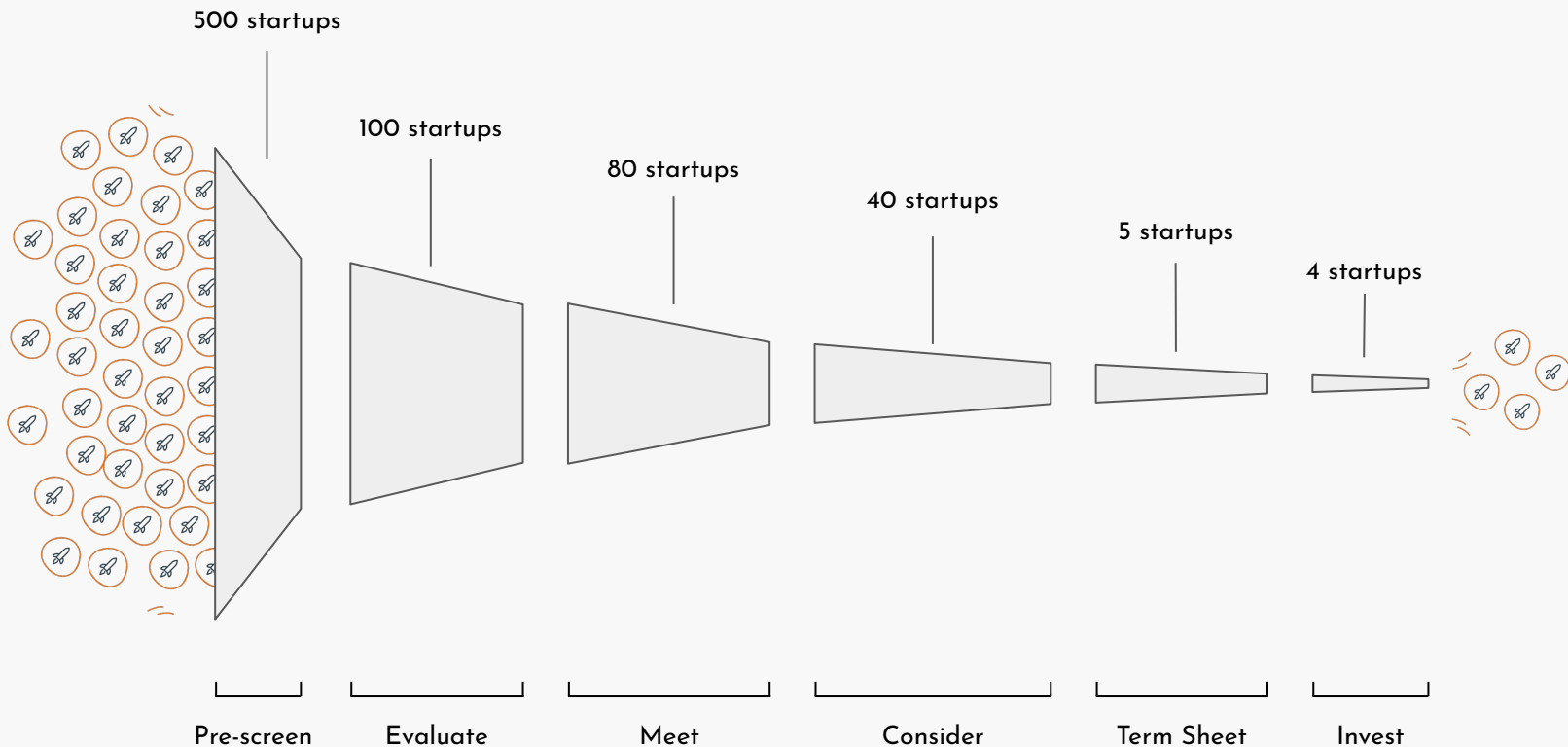


Getting to the first meeting

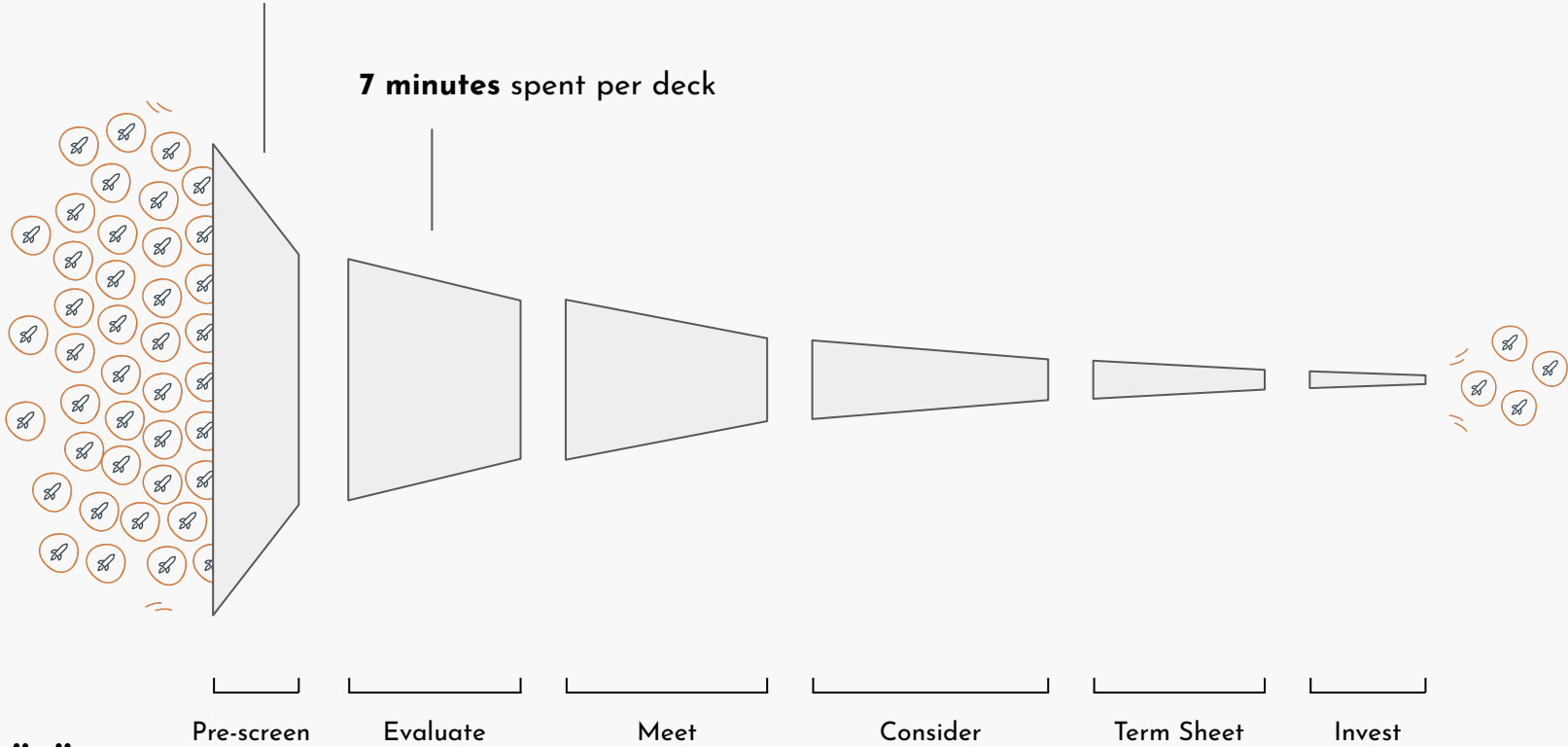
nörönörö



Investors are bloated with pitches



40 seconds spent per deck



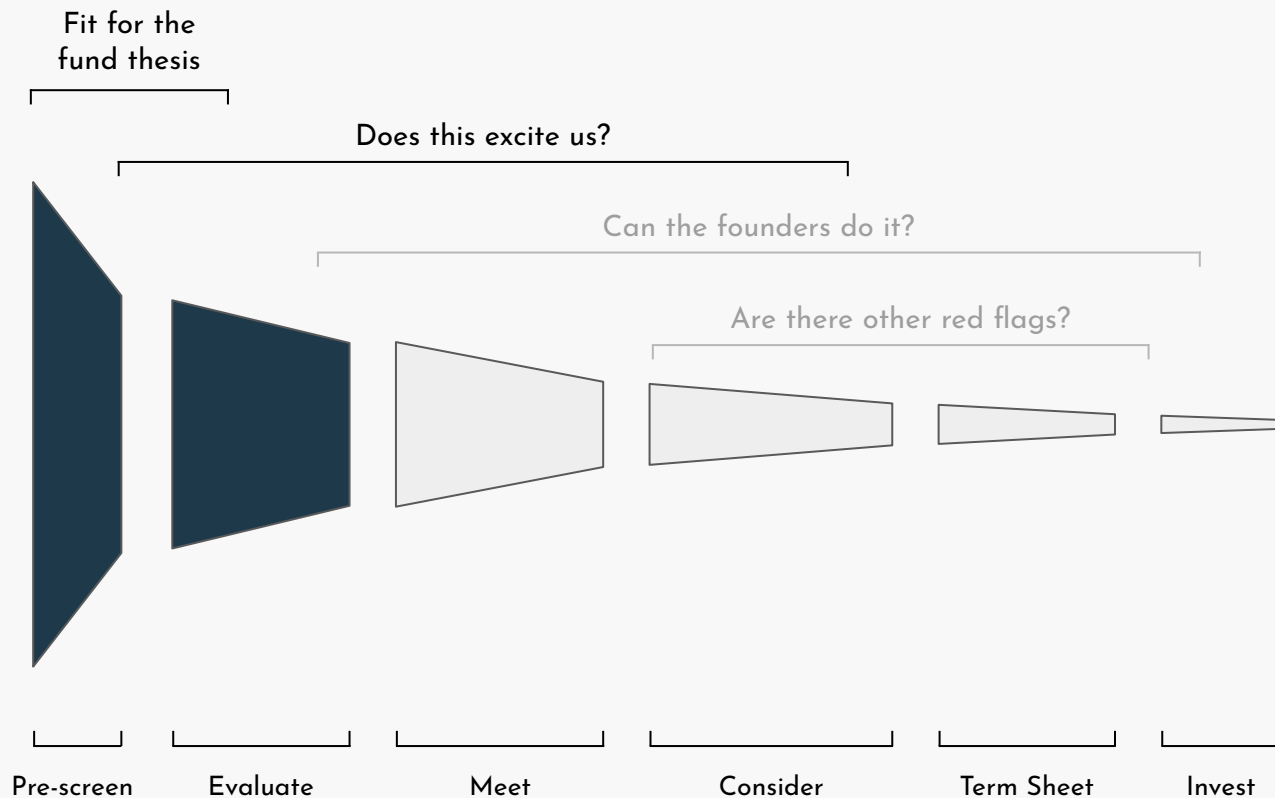
Investors don't read decks.
They skim them.

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20

Crap!
It's a clear "no"...



Getting to first meeting



Reaching out to investors

"Hey, we at SuperFuzzy are building AI to select best fitting food for dogs. We hit 100k MRR with 30% MOM revenue growth in past 3 months, and now raising 1M€ pre-series A to validate our GTM.

The market for artificial fake pet stuff is expanding rapidly due to new technology adoption and we noticed you made crazy AI investments before, like the investment to AiCatVideo and thus we think we might be a good fit for your [fund name].

Attached is our deck.

Is this something that catches your appetite?

If yes, can you indicate your initial interest by (10 days)?

a) What you do and how it fits the investor's thesis

"Hey, we at SuperFuzzy are building AI to select best fitting food for dogs. We hit 100k MRR with 30% MOM revenue growth in past 3 months, and now raising 1M€ pre-series A to validate our GTM.

The market for artificial fake pet stuff is expanding rapidly due to new technology adoption and we noticed you made crazy AI investments before, like the investment to AiCatVideo and thus we think we might be a good fit for your [fund name].

Attached is our deck.

Is this something that catches your appetite?

If yes, can you indicate your initial interest by (10 days)?

b) Excite with Growth and Traction

"Hey, we at SuperFuzzy are building AI to select best fitting food for dogs. We hit **100k MRR with 30% MOM revenue growth in past 3 months**, and now raising 1M€ pre-series A to validate our GTM.

The **market** for artificial fake pet stuff **is expanding rapidly** due to new technology adoption and we noticed you made crazy AI investments before, like the investment to AiCatVideo and thus we think we might be a good fit for your [fund name].

Attached is our deck.

Is this something that catches your appetite?

If yes, can you indicate your initial interest by (10 days)?

c) Show that you know what you're doing

"Hey, we at SuperFuzzy are building AI to select best fitting food for dogs. We hit 100k MRR with 30% MOM revenue growth in past 3 months, and now raising 1M€ pre-series A to validate our GTM.

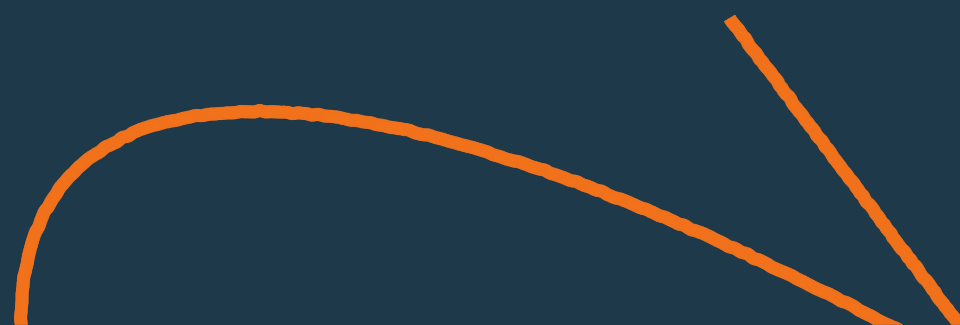
The market for artificial fake pet stuff is expanding rapidly due to new technology adoption and we noticed you made crazy AI investments before, like the investment to AiCatVideo and thus we think we might be a good fit for your [fund name].

Attached is our deck.

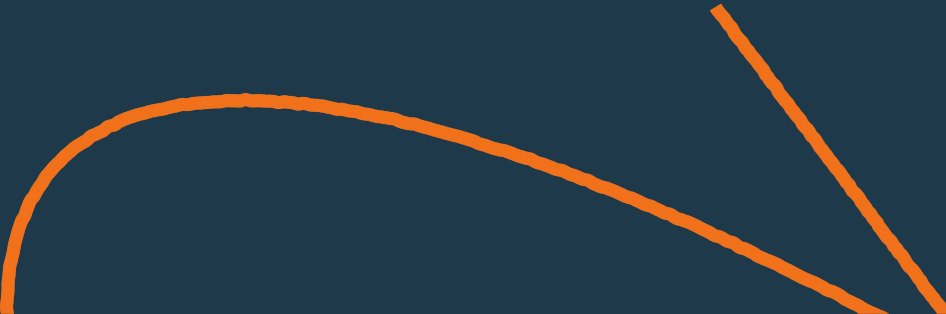
Is this something that catches your appetite?

If yes, can you **indicate** your initial interest **by (10 days)**?

When reaching out:

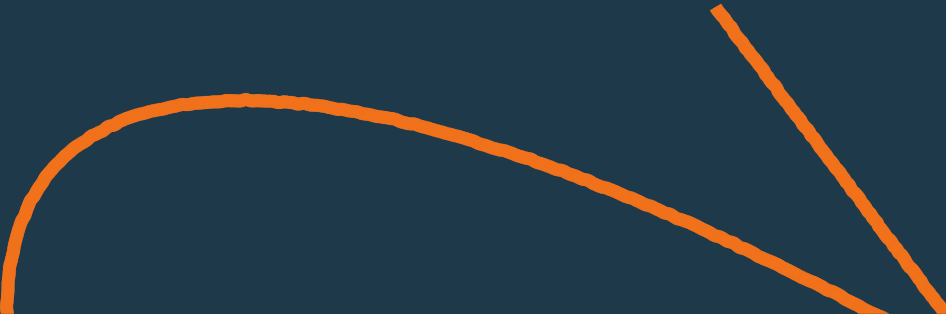
- Catch their attention (something exceptional)
 - Fit to the fund thesis.
 - Make it very clear what you do.
 - Communicate the timeline and process.
- 

Always add (if you have):

- Traction.
 - Revenue and growth
 - User numbers
 - Confirmed pilots
 - Existing significant investors
 - Commitment already for the round
 - Exceptional startup history or domain background
- 

Make it easy for the investor

- Get to the point and forget fluff.
 - But don't be arrogant
 - Don't ask for time or feedback.

 - Follow up few times, but accept that not all investors will reply and just move forward.
- 


Prioritize based on your access

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

Examples

WEDNESDAY

• 9:40 AM




Hei Tuomas! Kaikuvuon Ilkka vinkkasi sun nimen.

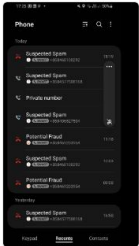
Tuomme markkinoille soittosovelluksen, jonka kautta päästään eroon huijauspuheluista ja haitallisista muista häiriöpuheluista. Kolikon toisella puolella tarkoittaa sitä, että Yritykset saavat jatkossa kiinni asiakkaansa puhelimitse, kun sovellus näyttää luotettavasti, mistä Yhtiöstä ja keneltä Puhelu tulee ja vieläpä että millä asialla tavoittelee. Aloitamme ensimmäiset pilotoinnit nyt toukokuussa.

Esittelisin sovelluksen mielelläni sulle ja voisimme katsoa olisiko tässä jotain josta innostut? Olisitko halukas etätapaamiseen?

Terveisin,



Tuomas Pahlman • 9:54 AM



You hit the nail :) Latest message

Examples

WEDNESDAY


• 9:40 AM

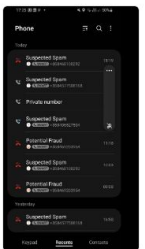
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Terveisin,

 Tuomas Pahlman • 9:54 AM
















You hit the nail :)

[Latest message](#)



17:25 [location] [signal] [battery] 50%

Phone

Today

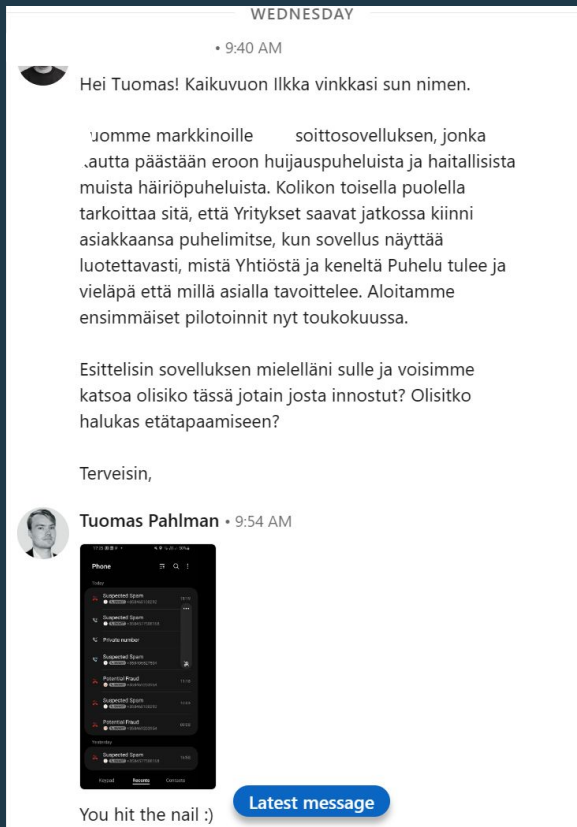
-  Suspected Spam 15:19
 SMART +358468100292
-  Suspected Spam
 SMART +3584577508168
-  Private number
-  Suspected Spam
 SMART +358406527504
-  Potential Fraud 11:18
 SMART +358469203954
-  Suspected Spam 10:03
 SMART +358468100292
-  Potential Fraud 09:08
 SMART +358469203954

Yesterday

-  Suspected Spam 16:58
 SMART +3584577508168

Keypad Recents Contacts

Examples




Pros:

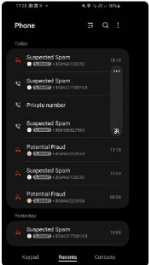
- + Warm(ish) intro
- + Hit a problem I had

Cons:

- Did not excite me
- Asked for my time too early

...continuing

 Tuomas Pahlman • 9:54 AM




You hit the nail ;)

Tyrkkäätkö dekkiä tänne, niin kurkin tarkemmin: <https://start.hopohopo.io/apply/tuomas-pahlman>

Höpöhöpö
start.hopohopo.io • 1 min read
Höpöhöpö

(voi olla, että menee sijoituksena ohi kyllä mun teesistä, mutta autan mielelläni että tuo ongelma saadaan ratkottua...)

• 10:37 AM

 Kiitos! Laitan dekkiä ja palaillaan sen jälkeen. Kiitos kännykän print screenistä. Päivän naurut 🤡

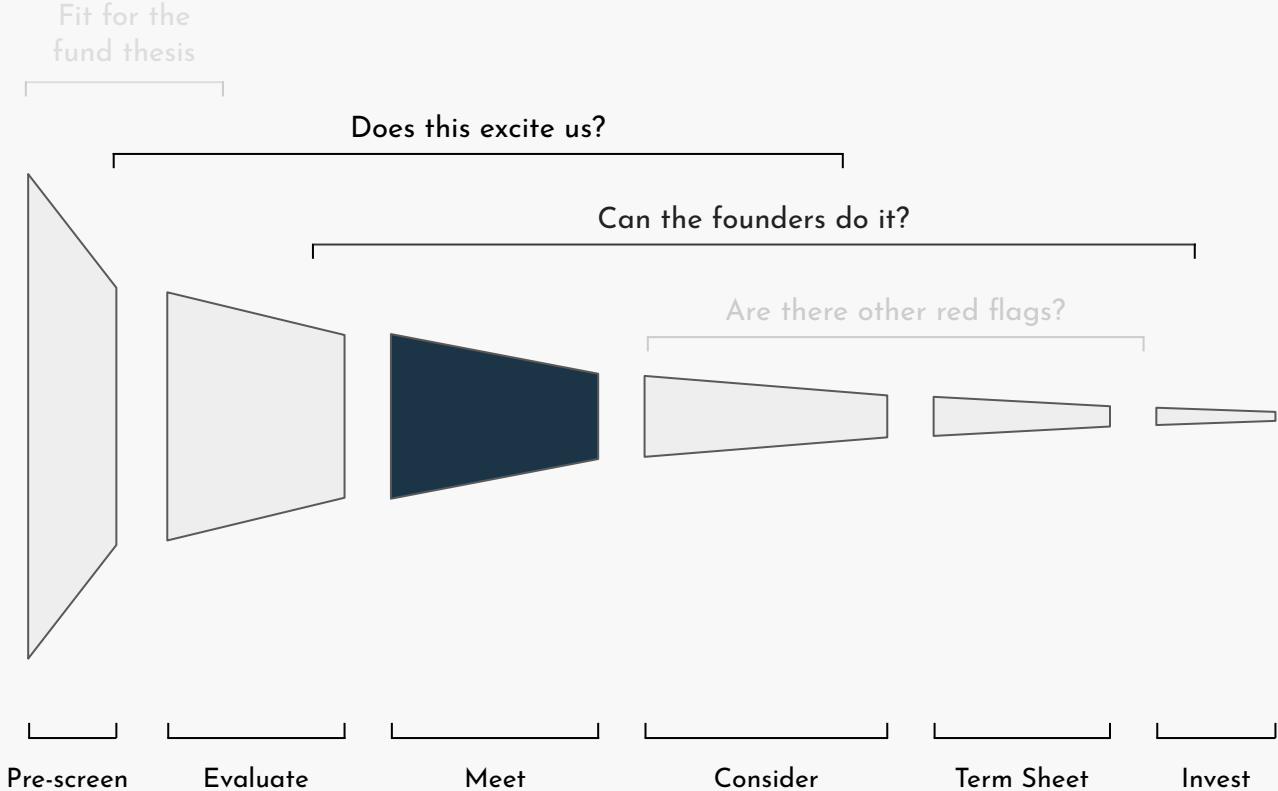
I asked for a deck.

24h later I'm still waiting...

Be prepared to reply immediately.

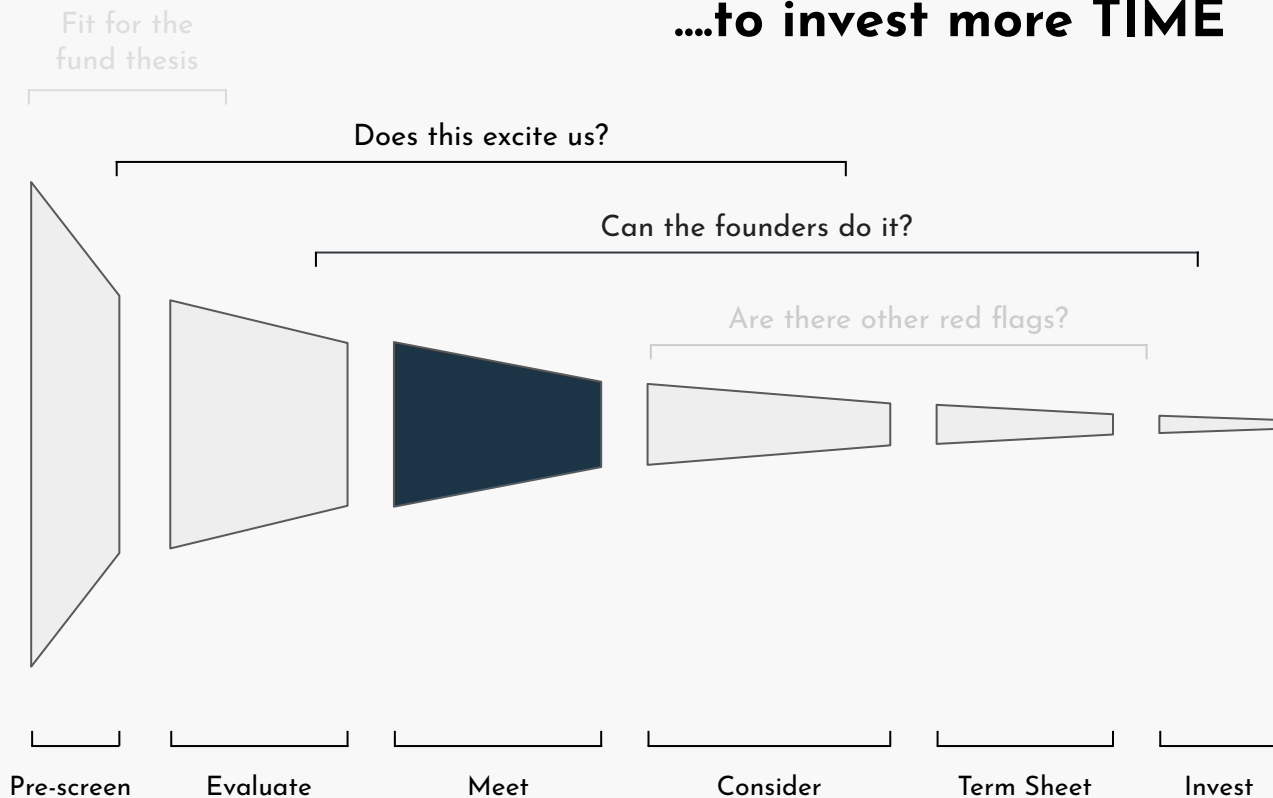
Ok, you got to the first meeting.

First meeting



Your goal is to make the investor excited enough

...to invest more **TIME**



First meeting

- Start by asking how they typically like to run the calls

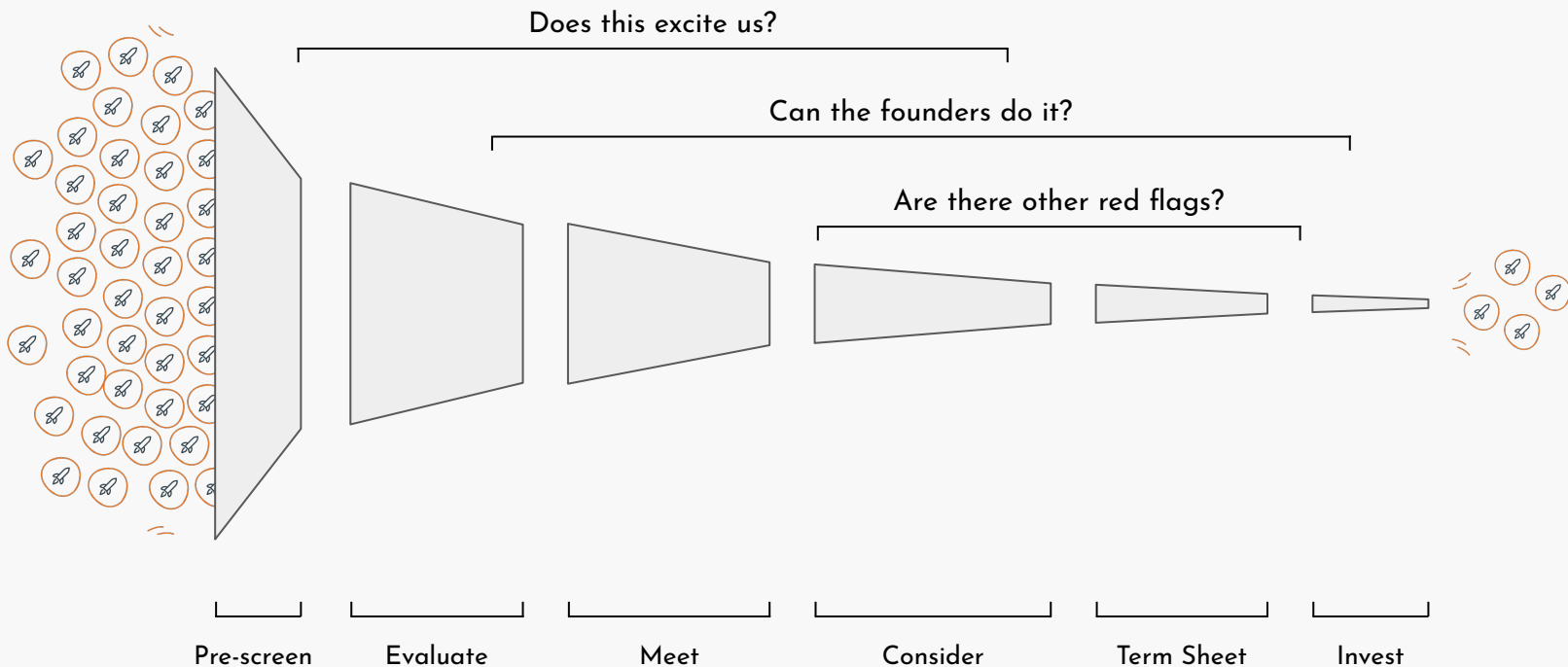
- Prepare a set questions about the investor process:
 - ◆ What is your investment process like from here on?
 - ◆ What timeline are we expecting?

- Also questions about the fund:
 - ◆ How do you make decisions, what type of support you give?
 - ◆ Can you give example of how you supported growth of company X?

First meeting

- Share only the deck. Access DD room, financial model can be shared if the investors confirms they want to dig deeper.
 - ◆ Keep your answer short and to the point.
 - ◆ Avoid jargon, and side tracking.
 - ◆ Ask relevant questions.there are a lot of stupid questions.
- End with the next steps with clear DL's

The rest is about keeping the momentum going.



Takeaways - How to keep the momentum

- **Reply fast.**
Expect that from investors as well.
- **Be prepared to dive deep in your plans.**
But don't spend time there if no one is asking.
- **It's about you as a team.**
And how you support the investor to come to a conclusion.

Fundraising is a full-time job.

Q&A

нөрөнөрө

An abstract graphic consisting of a thick orange line that starts as a curved shape at the bottom left and extends as a straight line towards the bottom right corner of the slide.

Need help on running 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.



Mar 21
10:00

**What makes a
fundable startup?**

Mar 28
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**

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

www.hopohopo.io/fundraising-essentials

NEXT WEBINAR

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

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!

нөрөнөрө

