

What makes startups fundable?

We'll start at 10:05 / EET.

Meanwhile, feel free to introduce yourselves in the chat and tell us in the chat what part is **most unclear** in the **Fundraising Process?**



Tuomas Pahlman

Angel Investor, Founder of Hopohopo.io

Tell us in the chat what part is
most unclear in the
Fundraising Process?

Webinar series

Startup fundraising essentials

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

www.hopohopo.io/fundraising-essentials

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Mar 21
10:00

What makes a fundable startup?

Mar 28
10:00

Specifying your round

Apr 4
10:00

Preparing for fundraising

Apr 11
10:00

Running the raise

Apr 18
10:00

What to do after you've raised

Today's agenda

- The key phases of fundraising process
- How VC's funds work
- What makes a fundable startup
- How to get investors' attention
- Q&A

Background

Founded & Exited 2 deeptech startups
(software & analytics)

Angel investor, +40 companies in portfolio
& ex-Fiban board member

Investing nowadays mainly through VC
funds, but occasionally also direct
investments

Turned back to startup track, now building
tools to help investors and founders to
collaborate at hopohopo.io



We work with
+2,000 investors to
help them source and
screen their deal flow.

The screenshot displays the Hö Investor dashboard. At the top left, the user profile for 'Iris Investor' is visible. The main navigation includes 'Dealflow' (selected) and 'Team'. The dashboard is divided into sections for 'New startups', 'Evaluated - top 15', and 'Evaluated - to follow up later'. A table lists startups with columns for Name, Country, Vote avg, and Fundraising. A detailed view for 'Superfuzzy traction' is shown on the right, listing key metrics such as Users, MRR, Revenue, and Funds raised.

Name	Country	Vote avg	Fundraising	Date
Superfuzzy	Finland	0.83	€30K - €750K	12.3
No Surprises	Sweden	0.74	€0 - €1.2M	10.2
Feel Good Inc.	Denmark	0.55		
Farm AI	Finland	0.91		

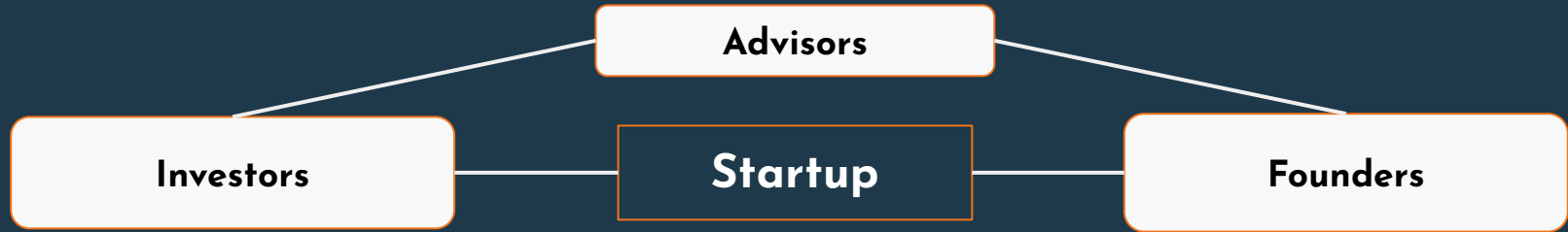
Superfuzzy traction

- Users: **6 500, 25 % paying**
- MRR: **35 000 €**
- Revenue, last year: **2 100 000 €**
- Burn rate, monthly: **8 000 €**
- Funds raised, private: **45 000 €**
- Funds raised, public: **-**

But we are not building tools only for investors.

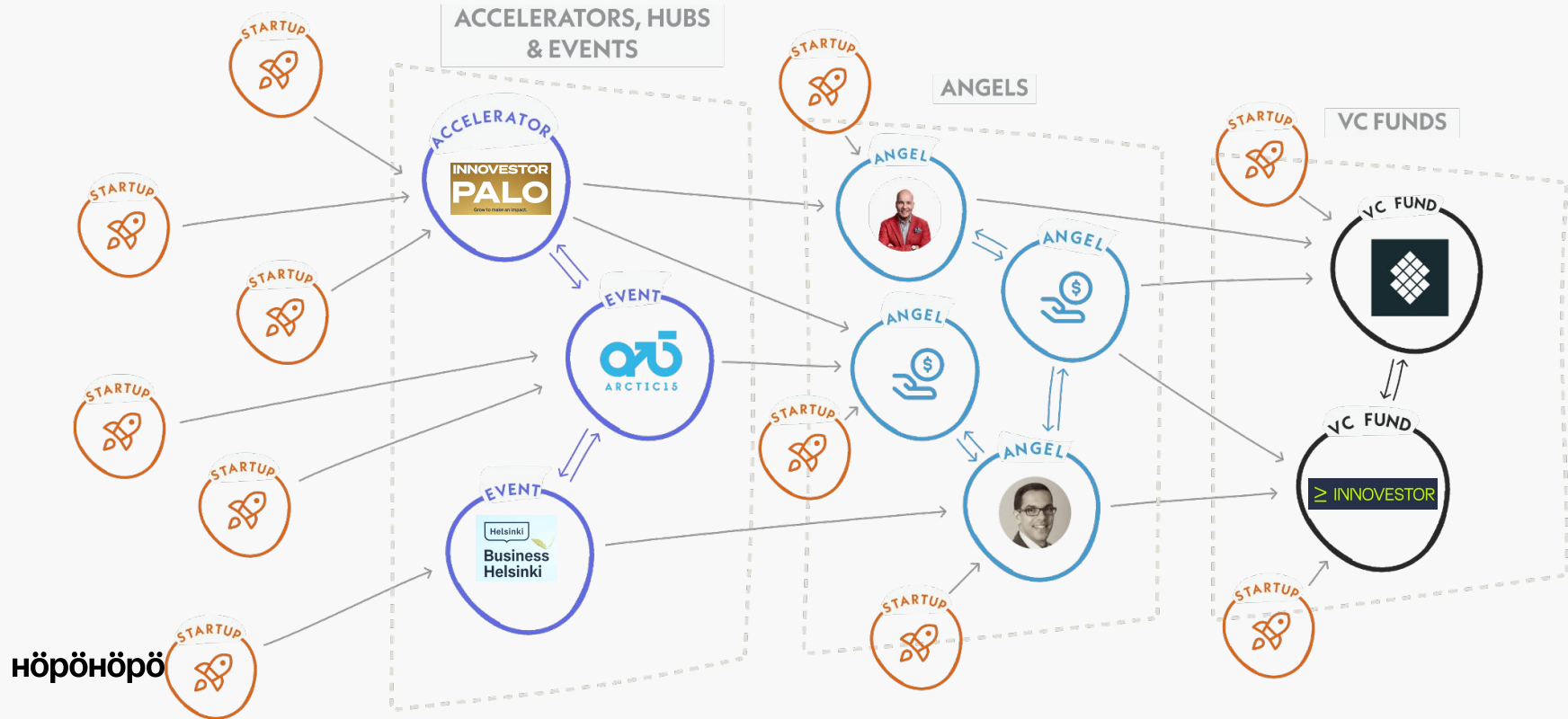
**We build tools to help
Investors, Advisors and Startups to
collaborate**

Startup investing requires **collaboration** between multiple stakeholders.



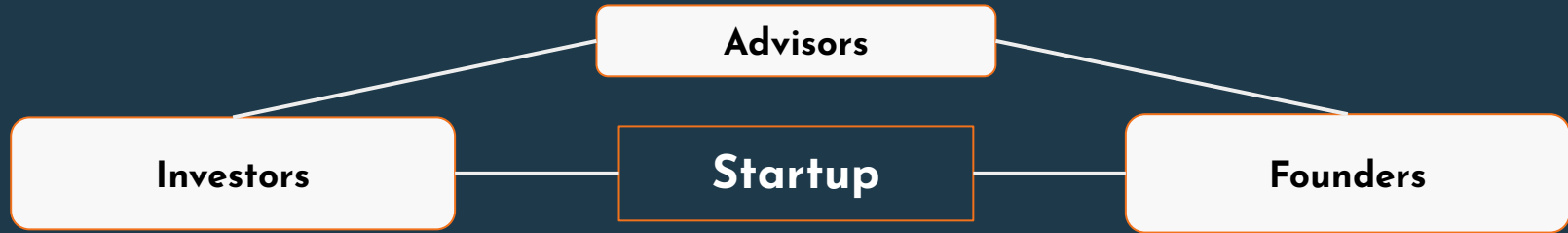
We enable all ecosystem actors
to collaborate vertically and horizontally.

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Startup investing requires **collaboration** between multiple stakeholders.



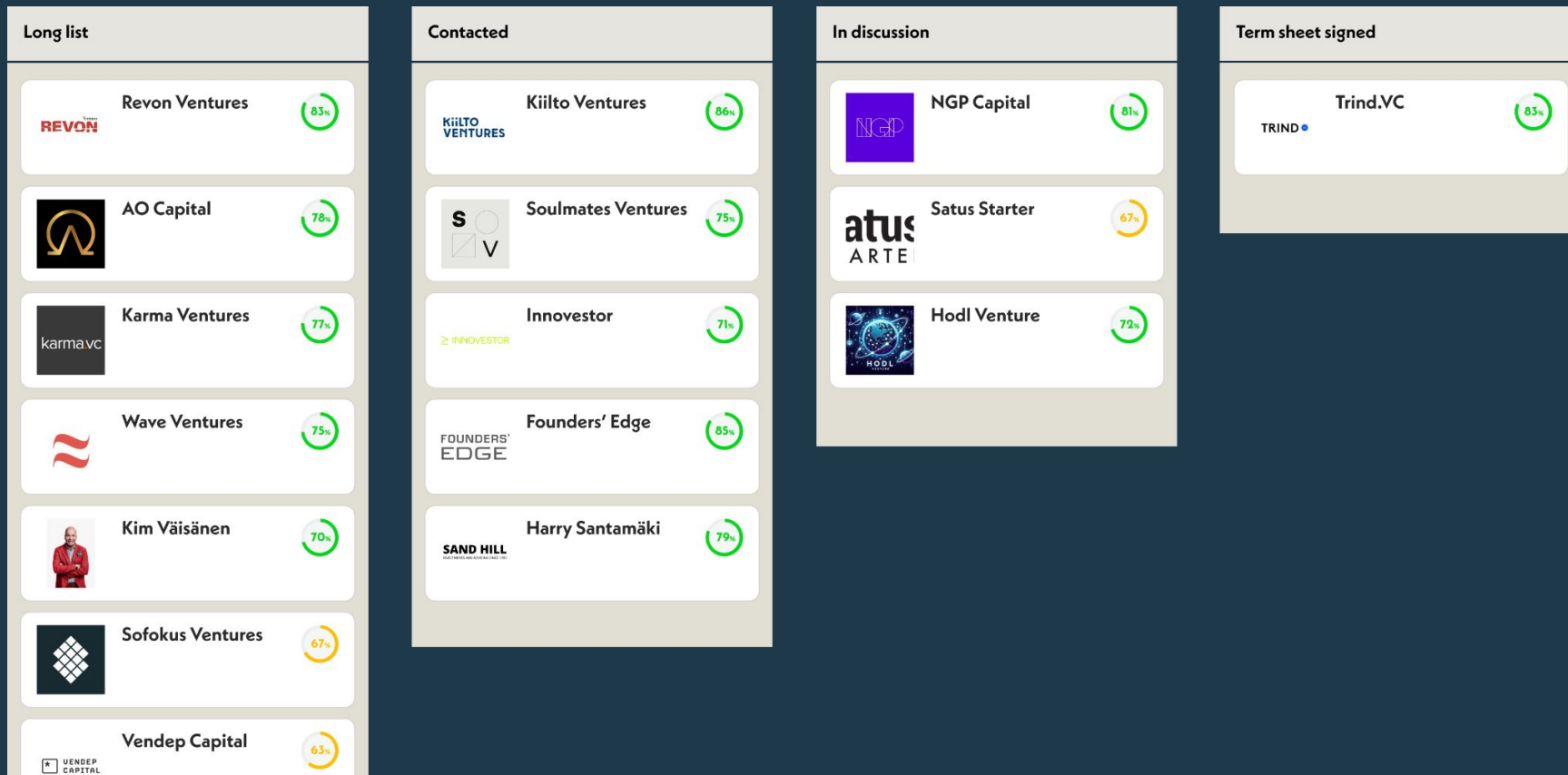
Startup fundraising is a sales process.

Founders are selling shares of their company.

Startup investing is a buying process.

Investors are buying the shares of startup company.

Fundraising funnel steps



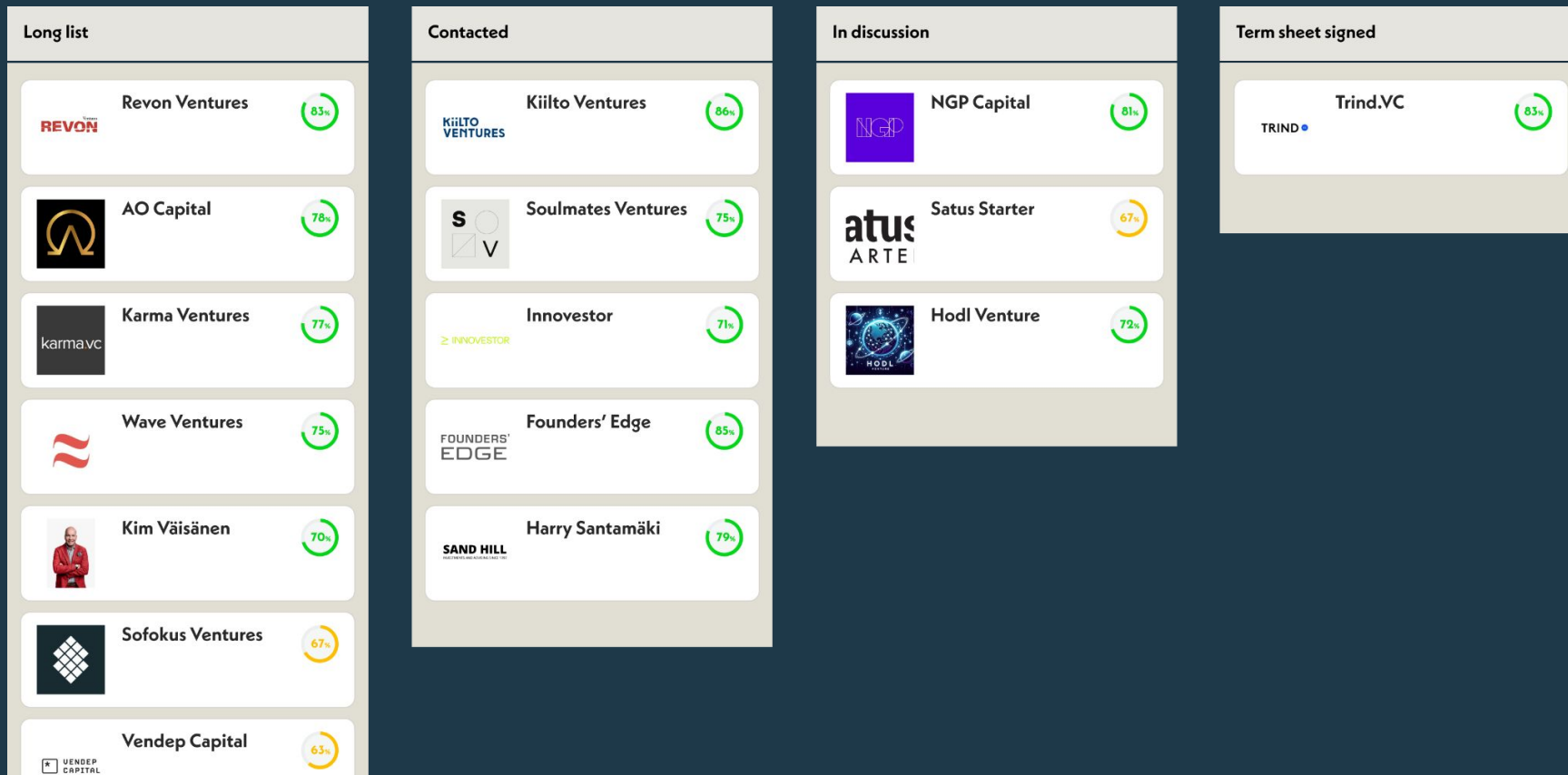
Traditional B2B sales laws apply:

- High deal size (10k€ to M€)
- Long buying process
 - Requires a lot of effort to run and close the deal
- Low volume of buyers, but a lot sellers
 - You need to cut through the noise to catch investors' attention

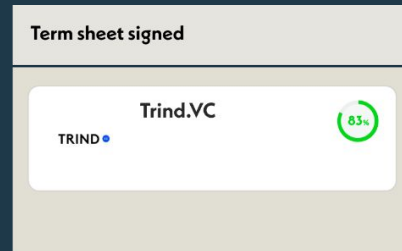
→ **An outstanding deal**
is a must have

Know your customer

Fundraising funnel steps



What do investors look for in startups?



Profit.

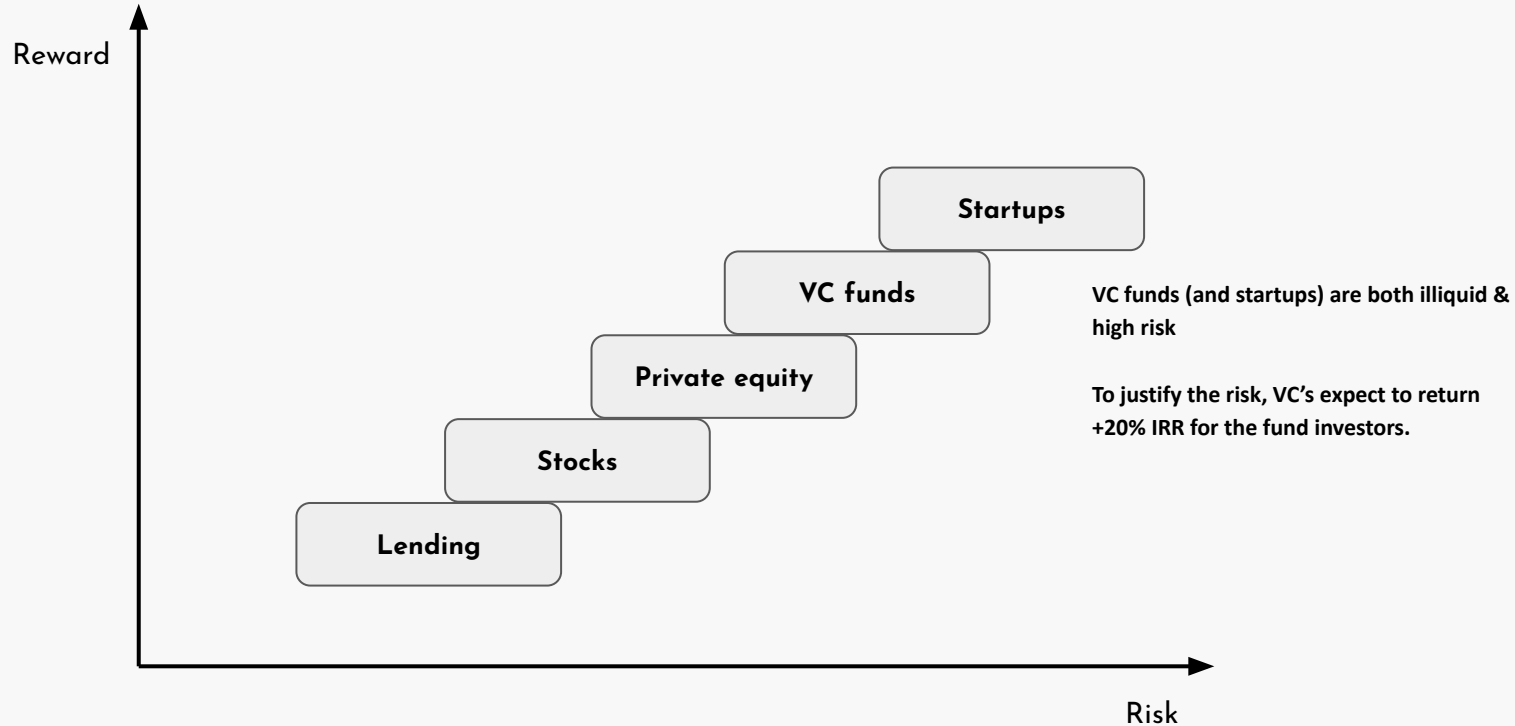
Investor seeks profit.

1. Each startup needs to have potential return 50-100 X pre-seed/seed valuation
2. Good business \neq good investment

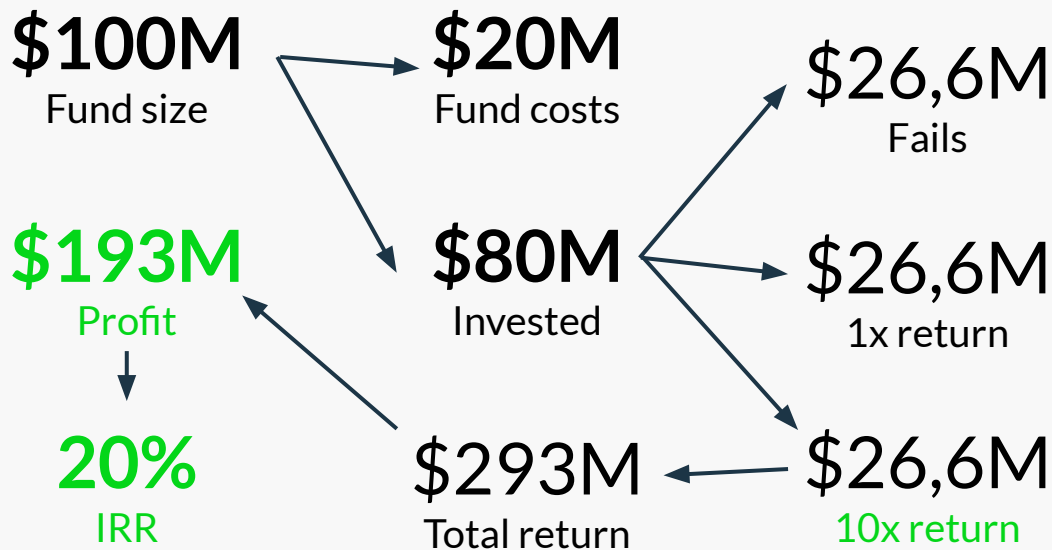
Startups as an asset class



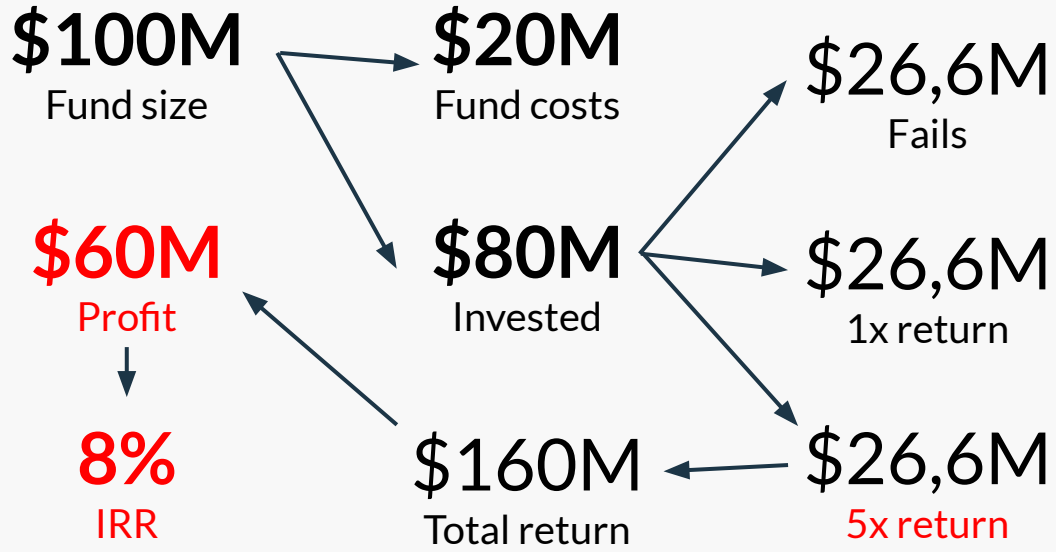
Startups are illiquid & high risk



How VC fund works?



How VC fund works?



Each startup needs to have potential return
50-100 X pre-seed/seed valuation

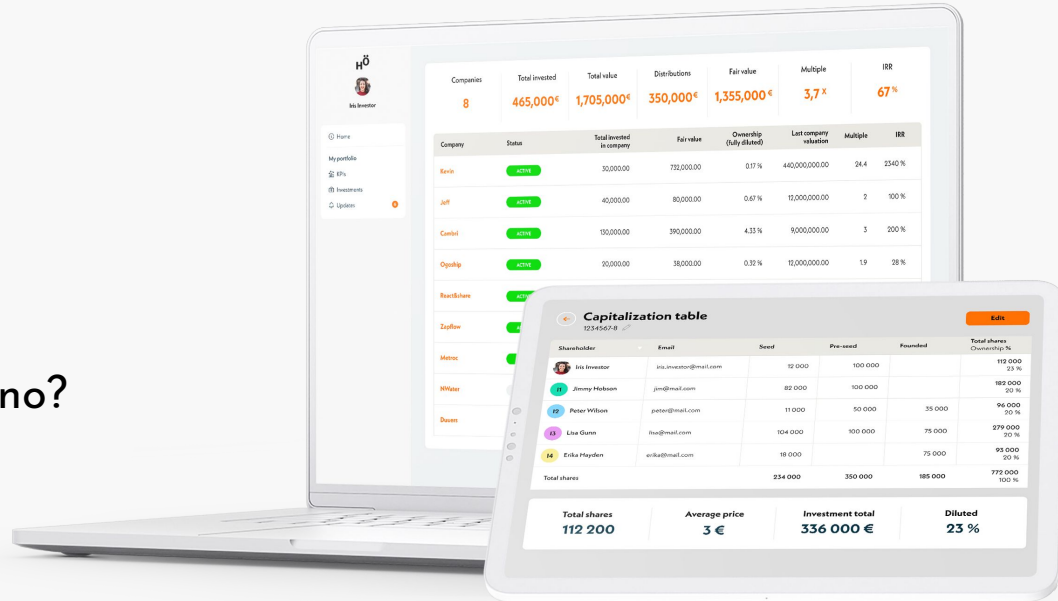
→ Can you build 500M Valuation in 10
years?

How do investors evaluate startups?

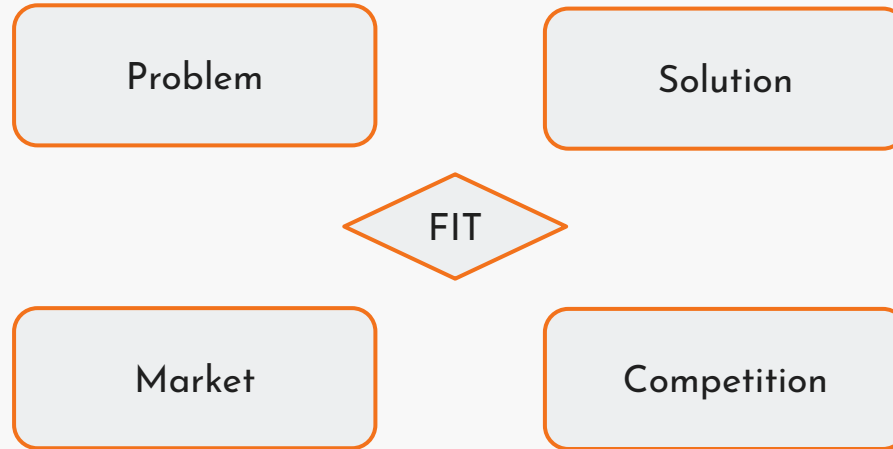
We analysed more than 2000 startups deals

We interviewed:

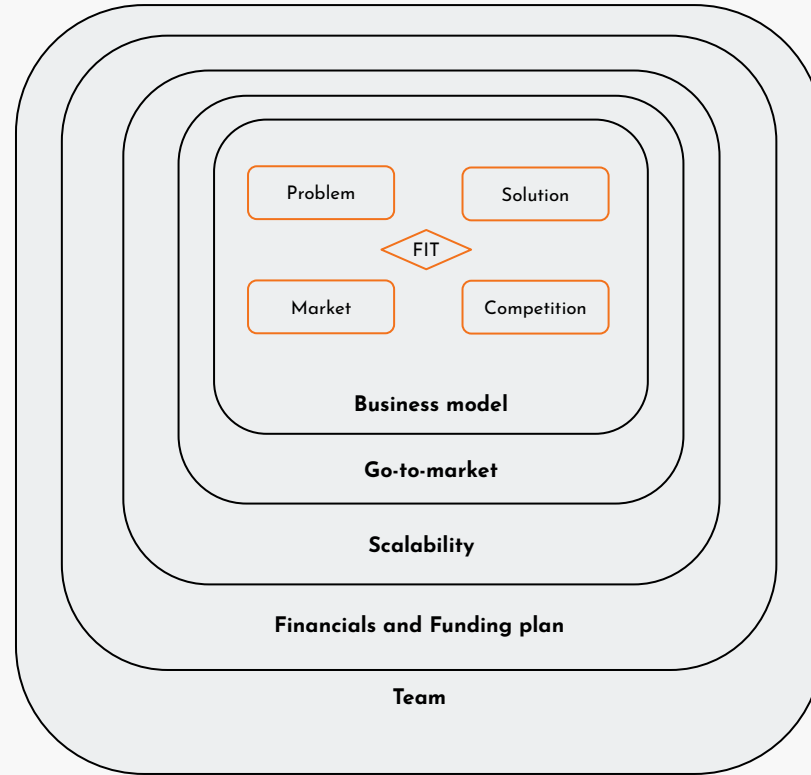
- VC, angels & accelerators
- What was their reasons of saying no?



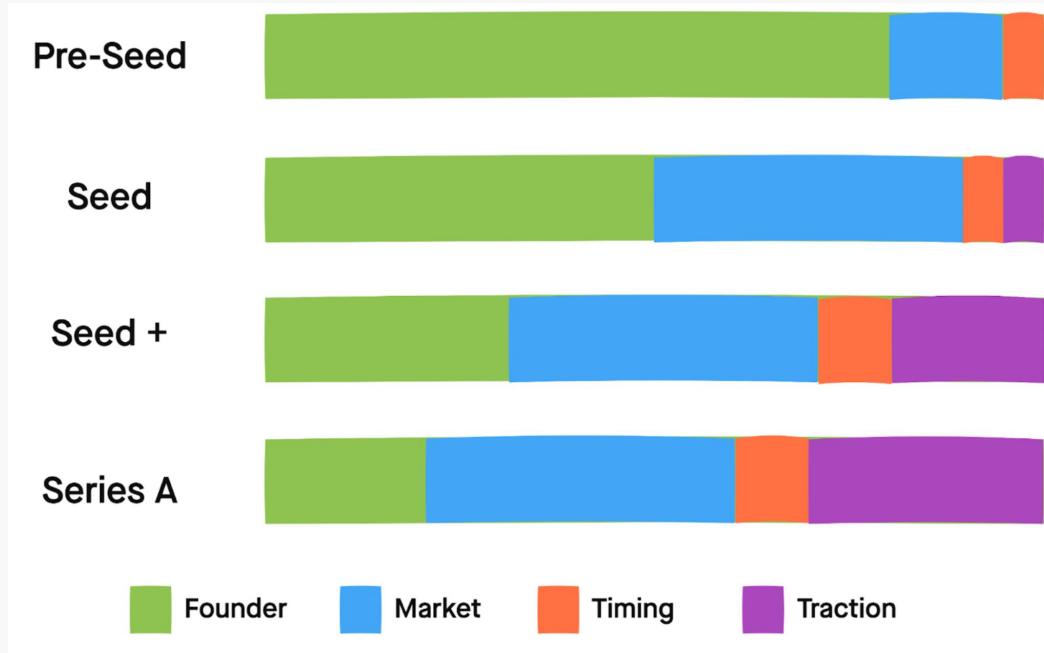
Components of a fundable startup



Components of a fundable startup



Weight of the components in different stages



Founder/Market fit

vs.

Founder/Journey fit










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 corner of the slide.

Upcoming features

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

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NEXT WEBINAR

**Specifying
your round**

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Thank you!

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