

FUNDRAISING BOOTCAMP: CURRICULUM

Module 1: Kick Off

Module 2: VC 101

- State of Nation
- Let's talk about you...
- VC - GP - LP
- Why raise from VC (/not)
- Alternatives to VC funding
- What investors expect from you
- What they don't tell you
- How they use you, not help you
- VC lingo, key terms, BS & fund hierarchies
- Key nasty terms
- Common mistakes & misconceptions

Module 3: The Investor Kit

- Full Investor pack - don't go out without it
- Executive summary
- Pitch email + 1-page summary
- Short pitch deck
- Long pitch deck | Investor Memorandum
- Financials XLS
- Printed Q&A list

Module 4: Full size deck overview

- What sucks
- What's expected
- Common mistakes
- Good pitch deck (example)

Module 5: Live Pitching + Review

- Get feedback on your deck and presentation

Module 6: Live Pitch Analysis

- Good examples of pitching live

Module 7: Financials

- What's your financial storyline?
- KPIs
- CLV/ LTV/ CAC
- Cap Table
- Financial Storyline Models

Module 8: USP

- You're not special (enough)
- Changing the reality field

Module 9: Team Story

- 90% of your IP, so make it good

Module 10: How to research VC data

- Data tools I use, with links
- Boolean + Google
- Advanced Searches
- Content: outline.com & other tools

Module 11: Homework

- Iteration time: work on your deck

Module 12: Progress Review

- Get personalized and detailed feedback on your deck

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Module 13: Homework

- Iteration time: work on your deck

Module 14: Bootcamp Tools

- FB European VC List
- How to find and assess your investor targets
 - POP
 - Process Tracker

Module 15: Assessing Investors

- Term
- Size
- Common traps
- Raising in the UK vs. US
 - Key differences
 - Why more \$ available
 - Financiers vs entrepreneurs turned VC
- Expectations UK vs. EU investors

Module 16: Meeting investors and process

- How to get intros to each VC
- How to: avoid VC fishing for info
- Pitch email + 1 pager
- How to do cold emails -and not
- How to follow-up

Module 17: Dynamics

- Timings, stages, priorities
- How to create a competitive deal "platform"

Module 18: Progress Review

- Get personalized and detailed feedback on your deck

Modules 19: Homework

- Iteration time: work on your deck

Modules 20: Homework

- Iteration time: work on your deck

Module 21: Pitch Delivery with Ginny Radmall

- Exercises and techniques for a perfect delivery

Module 22: Progress Review

- Final round of deck reviews

Module 23: Homework

- Iteration time: work on your deck

Module 24: Homework

- Iteration time: work on your deck

Module 25: Guest VC Talk

- Fundraising like a pro + 'AMA' session

Module 26: Closing Session