



- > EUROPE'S no1 INVESTMENT SYSTEM
- > UNMATCHED TRACK RECORD
- > YOUR FUND'S OUTSOURCED OPERATOR TEAM
- > PORTCOs RAISE EFFICIENTLY & ON GOOD TERMS
- > FROM TOP NAME VCs & INVESTORS, GLOBALLY
- > RUN BY INDUSTRY INSIDERS

A photograph of two men sitting at a table, looking at a laptop. The man on the left is younger with dark hair, wearing a blue shirt and a watch. The man on the right is older with glasses and a beard, wearing a grey sweater. The laptop has several stickers, including a yellow one that says 'open culture data'. The background is slightly blurred, showing a wall with some papers.

NOBODY WAS BORN A FUNDRAISER

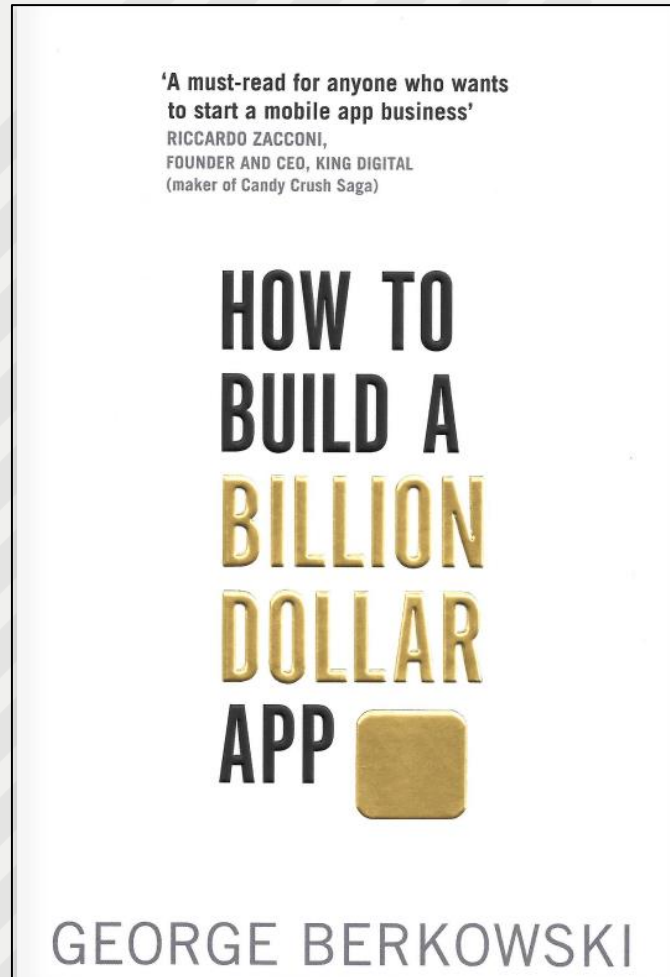


FUNDRAISING
IS VERY HARD.
VERY.



REJECTIONS HURT:
HARD TO TAKE.

INTERNET **FULL** OF REALLY, REALLY BAD ADVICE **FREE!**



YOU READ THE WEB
SAME JUNK AS EVERYBODY



SO YOU ACT & SOUND
JUST LIKE EVERYBODY ELSE





90% DON'T MAKE IT.

> SO WE BUILT OUR OWN,
COMPREHENSIVE FUNDING SYSTEM

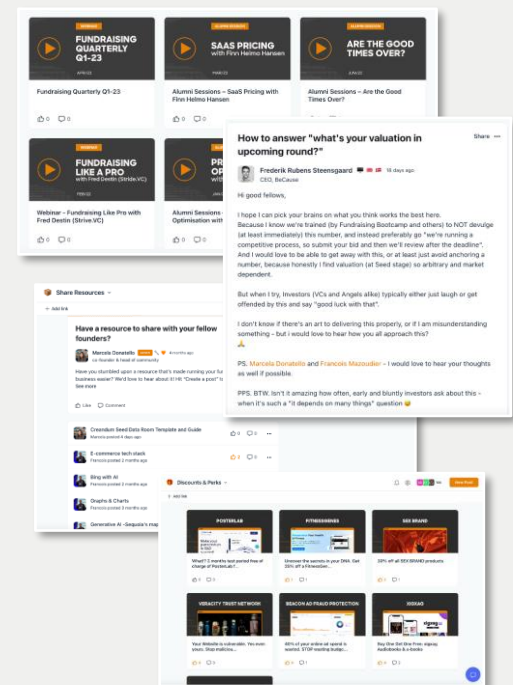
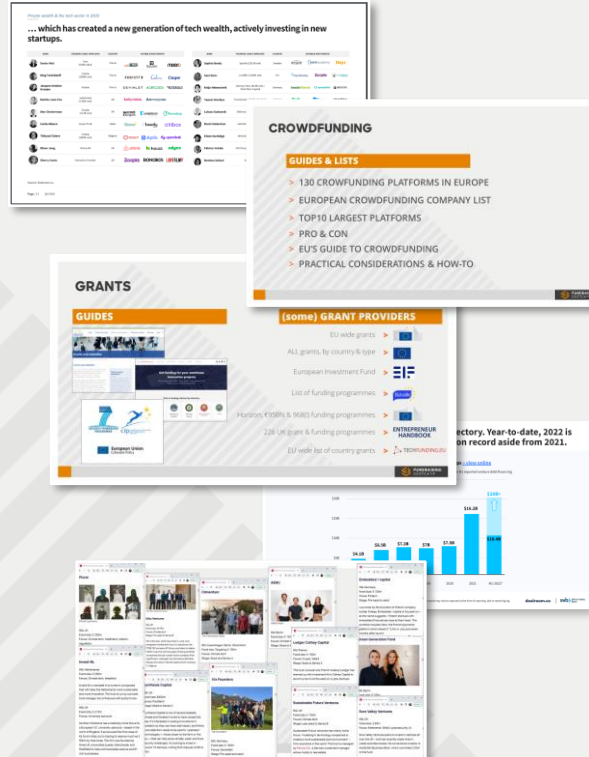
COMPLETE FUNDING SYSTEM

> insider knowledge

> practice and 1:1 help

> dashboard & tools

> community 200+ founders



TRADITIONAL TRAINERS FAIL ENTREPRENEURS.

DON'T. FOCUS ON WHAT WORKS.

- > INVESTOR PROPOSITION, NOT PITCH DECKS
- > FINANCIAL STORYLINING, NOT P&Ls
- > HOW TO MANAGE INFORMATION ASSYMETRY
- > HOW TO HANDLE DISCLOSURES
- > WHAT DOCUMENTS TO HAND OUT AND WHEN, WHY
- > HOW TO ISSUE & CLOSE ON YOUR OWN TERMS
- > HOW TO APPROACH INVESTORS IN/DIRECTLY
- > SET UP & CONTROL PROCESS CALENDAR
- > BUILD COMPETITION INTO YOUR ROUND
- > PITCHING TECHNIQUES IN PERSON / ON ZOOM



FUNDRAISING BOOTCAMP

- > 5 DAY PROGRAMME, MONDAY TO FRIDAY
 - > 10AM TO 6PM, IN PERSON, ON SITE
 - > INSIDER KNOWLEDGE YOU CAN'T GET ONLINE
 - > PRO TOOLS USED BY i-BANKING
 - > ONE ON ONE ADVISORY
 - > CEO TO CEO WORKGROUPS
 - > 10,000+ INVESTOR DATABASE
 - > PROCESS DASHBOARD SYSTEM
 - > EXTENSIVE TEMPLATE & DOCUMENT LIBRARY
 - > 200+ CEO & FOUNDER COMMUNITY PLATFORM
- SKILLS FOR LIFE: FUNDRAISING IS A MUST-HAVE.



> MORNINGS KNOWLEDGE



> AFTERNOONS ACTION (yes, we walk the talk)



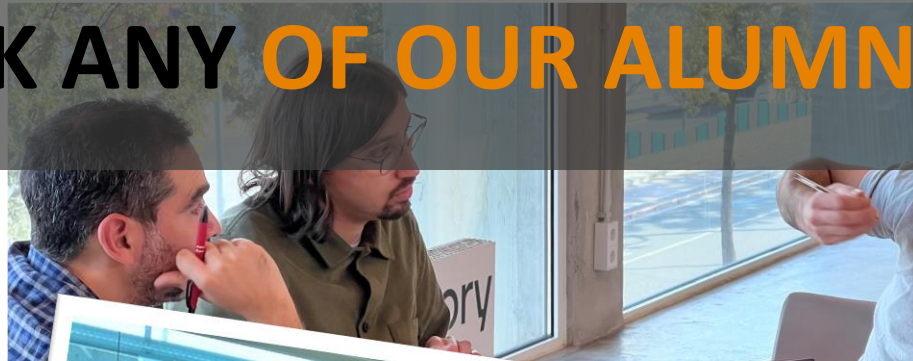


ONE ON ONE ADVISORY



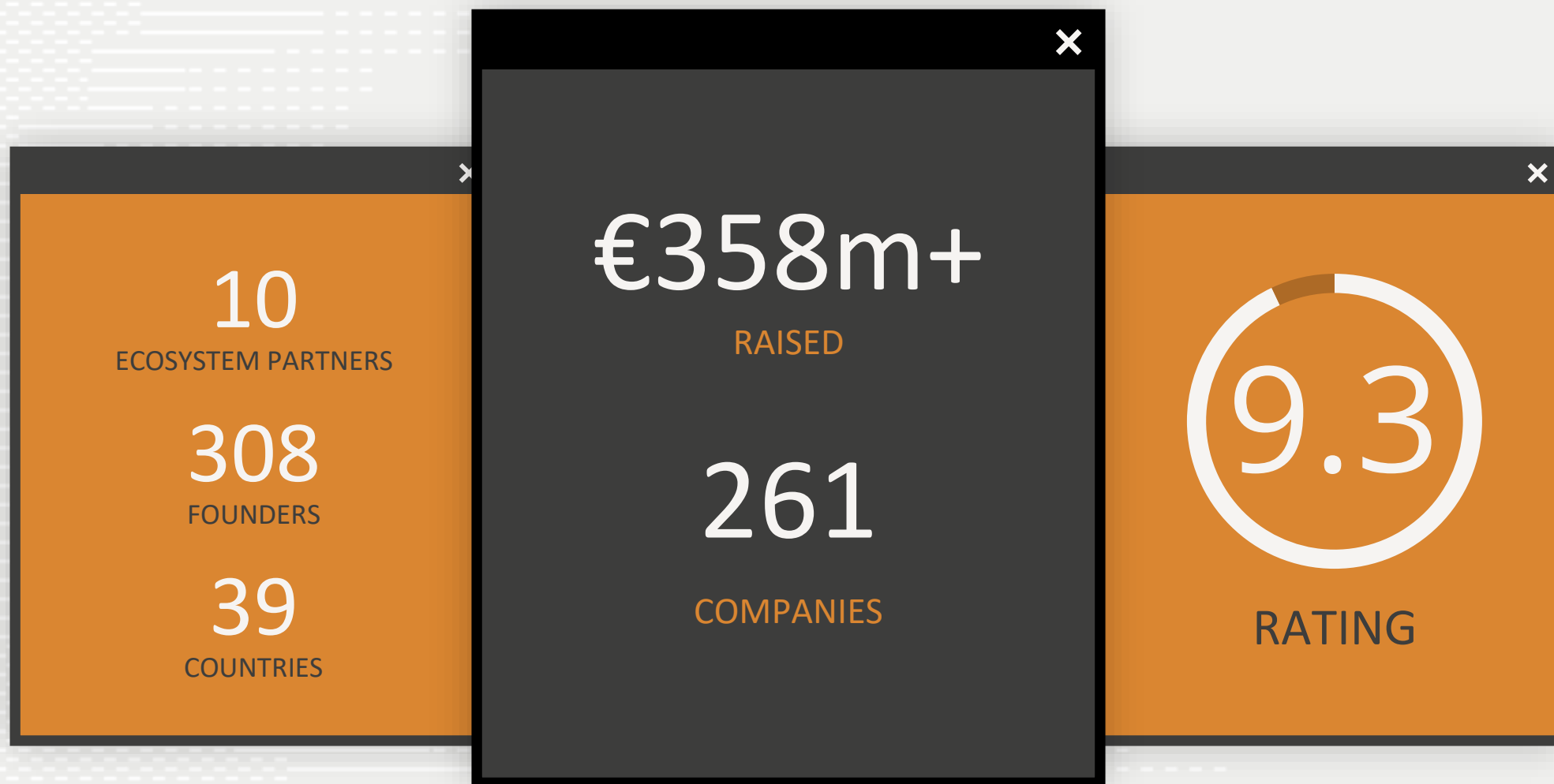
CEO to CEO WORKGROUPS

ASK ANY OF OUR ALUMNI



> UNMATCHED TRACK RECORD
DELIVERS YOUR RESULTS, TIME AFTER TIME.

A FUNDING SYSTEM THAT JUST WORKS



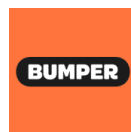
(some) SUCCESS STORIES

ROVCO

£22m raised



\$12.4 + £16.5m



£12m + \$48m



£1.07m raised



£6.5m raised



£4.6m raised



\$9.4m raised

ENSO

€2.1m raised



\$3m raised



£1.7m raised

Vizibl

£2.9m raised

Qflow

£7.2m raised



£2m raised



TOffeeAM
£5m raised

ENJAY

£2m raised



£15m raised



£1.7m raised

farseer

\$1.5m raised



OKKO HEALTH

£2m raised



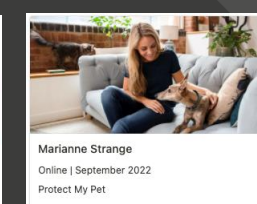
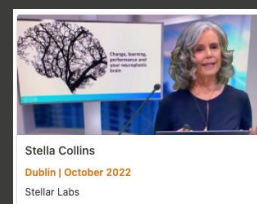
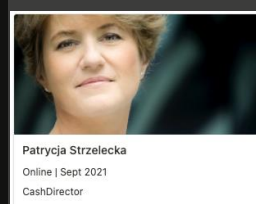
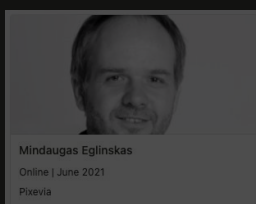
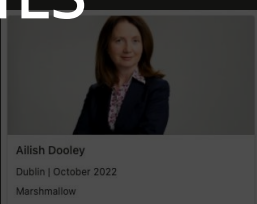
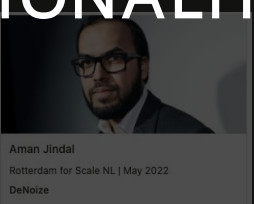
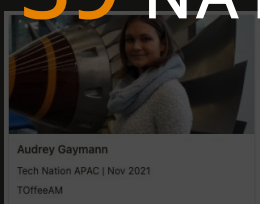
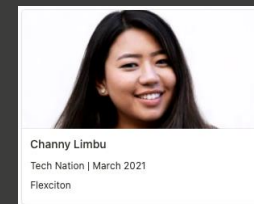
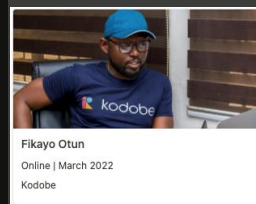
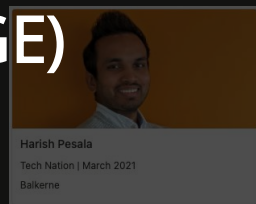
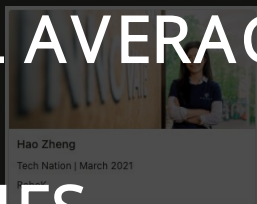
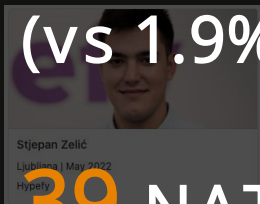
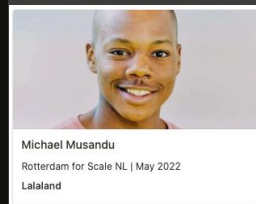
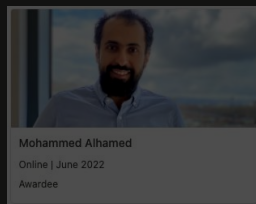
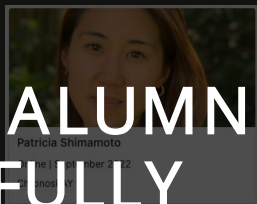
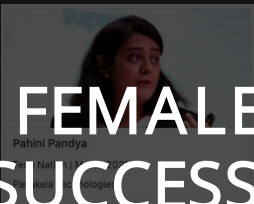
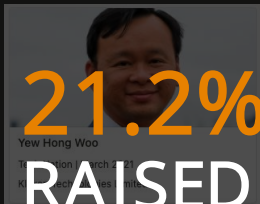
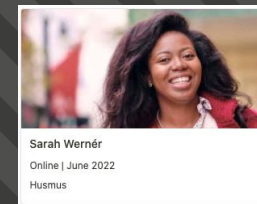
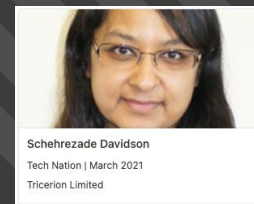
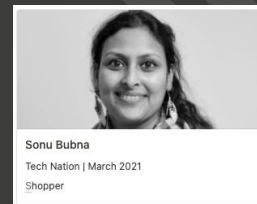
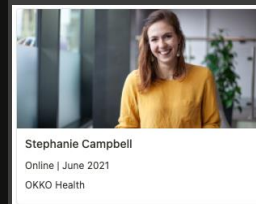
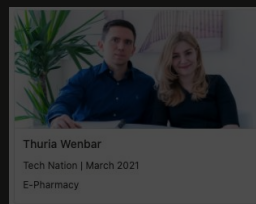
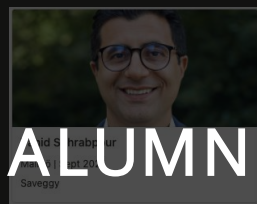
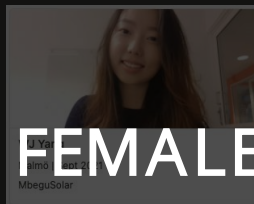
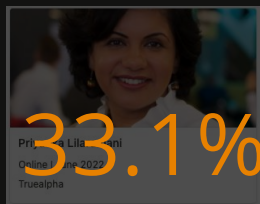
€10m raised

[F] OS

\$4.5m raised

INCLUSIVE, DIVERSE, MULTICULTURED

- > **33.1% FEMALE ALUMNI**
- > **21.2% FEMALE ALUMNI RAISED SUCCESSFULLY (vs 1.9% GLOBAL AVERAGE)**
- > **39 NATIONALITIES**



EUROPE'S BEST CHOOSE US



Icelandic Venture Capital growth fund investing in teams and ideas that solve real world problems

> [more info](#)



Sweden's largest and most active startup investment fund and government support organisation.

> [more info](#)



Leading Croatian & CEE incubator for all software and platform companies related to data analytics, artificial intelligence, and machine learning

> [more info](#)



Public investment arm funding and supporting early and later stage startups and SMEs from the CEE region.

> [more info](#)



Ireland's government organisation helping companies start, grow, innovate and grow in global markets.

> [more info](#)



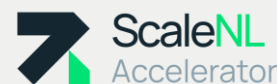
Denmark's no1 agency for scaling tech businesses to London, Berlin, New York City, Stockholm

> [more info](#)



Europe's Institute of Innovation and Technology (EIT) focused on health and aging.

> [more info](#)



ScaleNL is a public-private organization that offers promising and innovative Dutch Tech startups a launching platform to the US.

> [more info](#)



Portuguese supporting founders with mentoring, strategic partnerships, access to investment, networking activities and community

> [more info](#)



The UK's #1 and most active startup & scaleup support organisation

> [more info](#)



Part of Startup Lisboa, building early stage and scale programmes for Portuguese and European founders

> [more info](#)

PRICING

£5,000

fully inclusive

NO HIDDEN FEES

No percentage of % of funds raised

No brokerage fees

No shares or options, warrants etc

No small print or tricks

-50% DISCOUNT FOR CO-FOUNDERS

investors love co-founders, why penalize them?
we don't.

BEST VALUE FOR MONEY

we beat all other alternatives
> [compare us vs other options](#)

MONEY BACK GUARANTEE

the only fundraising programme to offer a 100% no-quibble guarantee - attend the Programme and if you don't see its value, it's free.

T&Cs apply



THE TEAM BEHIND THE RESULTS

WHO RUNS THIS



FRANCOIS MAZOUDIER FOUNDER, PROGRAMME LEAD

SERIAL ENTREPRENEUR:
1 IPO, 1 BANKRUPTCY

SMALL ANGEL INVESTOR

RAISED OVER \$200M

TECH VETERAN. KNOWN FOR BS-
FREE APPROACH TO LIFE.

400+ INVESTOR NETWORK
GLOBALLY.

8



STARTUPS

1



NASDAQ IPO

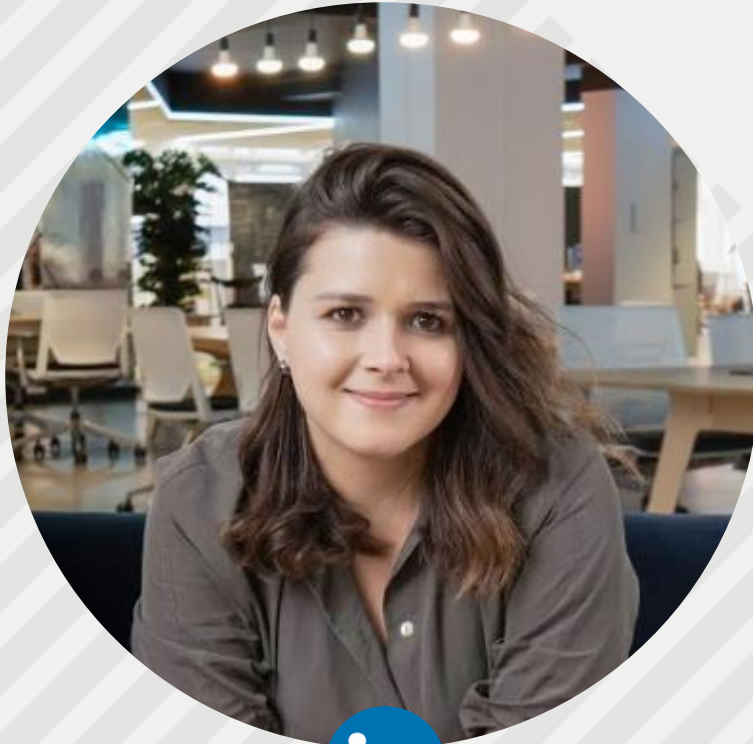
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BANKRUPTCY



WHO RUNS IT



MARCELA DONATELLO PROGRAMME DIRECTOR

BOOTCAMP CO-FOUNDER

4 STARTUPS

COMMUNITY BUILDER

BUILT TMRW, SOUTH LONDON'S LARGEST
COWORKING SPACE, FROM SCRATCH

DROVE PROVEN ECONOMIC IMPACT OF £45M
FOR LOCAL AREA

BARCLAY'S EAGLE LABS MENTOR

YOUR EXPERT



GINNY RADMALL

DELIVERY EXPERT – The Ivy Way

EXPERT PITCH DELIVERY COACH. STARTUP SPECIALIST.

COACHED TOP ACCELERATORS IN UK/EUROPE, USA AND ASIA.

TECHSTARS, GOOGLE FOR STARTUPS, DOGPATCH LABS, WEWORK, STARTUPBOOTCAMP (FINTECH, INSURETECH, IOT), RGA ACCELERATOR & THE IKEA ACCELERATOR.

TEAM BASED & 1-1 COACHING.

OUR ADVISOR **DREAM TEAM**

TOP VCS, SERIAL BUILDERS & BRAINIACS



FRED DESTIN – Founder, GP @STRIDE.VC
Ex Accel Ventures, Atlas Venture
Cazoo, Zoopla, Deliveroo, PillPack, Adsafes, Brainient
1st investor & Board at Techstars + SeedCamp
The entrepreneur's favourite early-stage VC



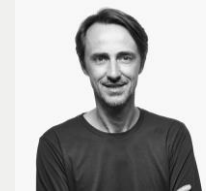
STEPHANE KURGAN
COO King.com – Partner, Index Ventures
20+ years executive management in Tech
McKinsey & Co.



RUSSELL BUCKLEY
Partner, Kindred Capital
Entrepreneur turned VC
AdMob (sold to GOOG)



GERD LEONARD
'one of the leading futurists in the World' (WSJ)
Advisor to Unilever, Kuoni, Google, MS, Visa, HP, Cisco)
Futurist and a Humanist
Author of 5 books, 2 best-sellers including 'Technology vs. Humanity'
and 'The Future of Music'.
Fellow of the Royal Society for the Arts in London.



FRED COURT
Founder & GP @Felix Capital
"Investor of the Year" 2012 & 2019
Farfetch, Mirakl, Goop, Dailymotion, Qype, Zong



ANNE DE KERCKHOVE
Angel investor, CEO Freespee
Serial startup, 5 exits, 1 IPO
CxO, private & public company Board member
Angel investor



RAPH CROUAN
CEO, StartupBootcamp IoT
The most connected person in IoT
iPhone+iPad @Apple Europe | Gemalto
Now Partner @Orrick

> DUBIOUS? ASK THEM

TAKE IT FROM THEM



FRED DESTIN
General Partner
stride



Fundraising is tedious, frustrating and highly unpredictable, but for most CEOs, a must-do.

Getting prepared, building the right storyline, approach and process is critical for a successful process.

I have known Francois for 20 years; I can vouch for him, his pitching skills, story-line building and methodical process.

I can recommend him to all CEOs preparing for a funding round.



ÁSTHILDUR & SVANA
General Partners
Frumtak Ventures



"We express our utmost satisfaction with the fundraising programme delivered to our portfolio companies by the Fundraising Bootcamp team. The feedback we received from our founders echoes our sentiments and are clearly shown on their 100/100 NPS rating of the programme.

They are now prepared to approach fundraising in an efficient way, awash with content and a clear path and process to follow. The Bootcamp has energised our portfolio and we expect to see great results in their next rounds. We recommend any investor, investor group and VC fund to hire the FB team. We know we are going to keep working with them!"



RAPH CROUAN
CEO
Startup Bootcamp IOT



We are the world's largest accelerator, and assist companies from all over the world to grow.

We have been using specialist mentors for years, with great success.

Francois' direct style and approach, BS-free advice and skills in crafting storylines that investors connect with, is refreshing.

I strongly recommend using him.



WHAT **FOUNDERS SAY**

“despite having already raised \$20m+ in VC, I got loads of value out of the programme .

The team was incredible; It's so rare to get genuine, uninterested feedback on your business and learn from people who actually know what they are doing. 'would 100% recommend it to any founder, Seed to Series B, and investors setting their companies up for future fundraising success.”

Jimmy closed his Series A round 50 days after finishing the Bootcamp.
He raised \$11.4m, then £16.5m following the Fundraising Bootcamp.



Jimmy Williams
CEO, Urban Jungle

“The Bootcamp hit the mark - providing actionable learnings about different funding sources, which investors are right for our company and how to manage the process to succeed in closing funding - from honing the pitch to how to score meetings with investors. COVID hit the Traveltech space -hard. Yet the lessons learned still worked. We succeeded, and our future is bright. It was also great fun and I ended up with a lasting network of founders as friends.”

Andrew raised two rounds back to back - €5.8m and €1.7m - and is now preparing to IPO in the Nordic Stock Exchange



Andrew Martyn
CEO, Your Rentals

“

This was genuinely the best and most comprehensive fundraising program I have been on. So many people online run these programs but actually don't have a clue what they're talking about.

This is hard facts, no bullshit, incredibly engaging, and shines a spotlight on all those areas in the knowledge matrix where you don't know what you didn't know.



Thuria Wenbar
@ E-pharmacy

“

You are often told as a founder to beware of paid for services promising funding help. Fundraising Bootcamp is not that. It's THE coaching service you need to reach funding goals.

To be honest it's priceless. Fundraising is no longer alien. I now know exactly what to do and have my messaging 100% right.



Sarah Wernér
@ Husmus

“

Amidst the wild west of early stage startups and their false appearances, the Bootcamp is a shot of authenticity you cannot afford to miss. No other words but paradigm-shifting.

Forget the pitch deck; we completely reconstructed our outlook of the market opportunity and the playing field we are in.

True to form, the bootcamp uses a factual, direct and raw approach, which works wonders for progressing over a period of (only) a few days. Make no mistake, it will break you down. It will break patterns of thinking. It will challenge your spirit, but it will patch you up again into a new and upgraded version of yourself.

They say travel is the only thing you buy that makes you richer.

Well, add Fundraising Bootcamp to that list.”



Martin Kandus
@ Bite Me Nutrition

“ Although we had raised funds before, the Fundraising Bootcamp came at exactly the right time for us. Having not raised institutional money we had no idea about how to best prepare for the process and in raising from VCs you only get one shot. So we wanted to make sure we pitched the absolute best possible version of TF. This took a monumental amount of work and invaluable guidance from Francois and the team. He’s helped us avoid the common pitfalls and his framework is delivered in a no BS, practical manner.

I didn’t think I had the time to attend at first but each session got better and better and the outcome, wow: **\$20m and 10x valuation on our prior raise was significantly improved by the guidance and advice of Francois. I’d highly recommend the Bootcamp!”**



Jack Bidgood
@ Thirdfort

“

Despite endless searching online, there is not a single resource or media outlet that is focused on teaching founders how the fundraising game truly works. Fundraising bootcamp does this to an exceptional level. I'd recommend every founder who targets "hard money" to join them. It fast tracks your knowledge better than any book or article can.

I've made many mistakes along my start-up journey, not committing to Fundraising Bootcamp at the very beginning of our journey is one that will go on the list. It's a must and the price is 100% justified."



Ben Powell
@ Kollektiv

> **80+ testimonials**
from successful
Bootcamp alumni



FUNDRAISING
BOOTCAMP



Brandon Keenen
ANTISTREAM
ARCADE

I wasn't sure what I was getting into. I have been to many seminars and training sessions before and this was the most expensive one to date. It's always tough to justify costs when trying to raise funds, but in this case it's tough to justify not doing this course! I have been involved in fundraising before so I thought I knew things.

This course has leveled me up in a way that I don't think would have ever happened. It was a truly invaluable experience. The feedback, the honesty, the relentless pursuit of perfection are things I will keep in my tool kit forever. **This course will pay me dividends for the rest of my working life.**

This course will deliver an incredible ROI. I can't believe how cheap the course actually is.



Tamara Markotic
APALEO

The Fundraising Bootcamp has been really amazing. It helped us simplify and crystallise our value proposition. It was super intense, but it's an absolute must for anyone looking to raise a VC round.



Jimmy Williams
URBAN JUNGLE

Despite having already raised \$20m+ in VC funding, I jumped at the opportunity to work with the Fundraising Bootcamp team because it's so rare to get genuine, uninterested feedback on your business and how you've been telling your story from people who know what they are doing.

Francois, Marcela and the team at FB were incredible, and I got loads of value out of the course. **Would recommend to any founder. Seed to Series B to invest in doing the course,** as well as any angel/early stage investors would get a great return from funding their founders through this to set them up for future fundraising success.



Ben Thompson
VOICE SIMPLIFIED

By the end of the course you're given the



Stefan Svedberg
BEAMMWAVE

We're building the next generation of mobile antenna - it's an extremely complex and advanced technical solution, hard to explain succinctly. **The Bootcamp helped me crystallize the value and simplify the message so that it had a strong hook.** I can say it worked: we received an incredible 100% hit rate from our 3-minute intros, giving me the meetings I needed. Result: I joined the Fundraising Bootcamp with a plan to raise €1.96m. We ended up with €3.3m. Can't recommend this enough!



Danae Shell
VALLA

Fundraising Bootcamp was incredible. I flew from Scotland to Croatia to do the course and it was absolutely worth it. The level of detail and insight totally exceeded my expectations. I would recommend this course to anyone looking to raise! **My top tip: do the course before you think you need it, it will totally change the way you plan your next round!**



Radu Negulescu
FLOW OS

Before doing the Fundraising Bootcamp, we "invested" months in learning from open sources & preparing our roadshow, but we failed big time. Although we had amazing reactions about the product and our start-up in general, we lacked one crucial element to close a good deal: VC knowledge - how their minds work, what they are exactly after, the most common traps a start-up could enter, and how to assess them.

For us at FlowOS, this was the most important takeaway from the program, but the entire curricula is extremely practical. The group feedback sessions on our pitch deck: also GOLD.

I totally recommend Fundraising Bootcamp. For first-time fundraisers, it is a must. A crucial time-saver. **My only regret is that I didn't know about it before my first raising roadshow.**



Andrew Martyn
YOUR.RENTALS



Emanuela Vartolomei
ALL STREET
RESEARCH/ SEVVA AI

The Bootcamp was at the level of the MBA classes in Oxford University and in London Business Schools so **I would strongly recommend it.**



Vicky Brock
VISTALWORKS

This was the single most valuable fundraising training I've ever had. **Despite being a seasoned entrepreneur and having raised before, there was so much I learned here that will completely change the way I run the processes of fundraising.** I feel confident I have the tools, templates and processes to now run the most effective fundraise possible for Vistalworks. I urge all founders to invest time in this programme before they start seriously fundraising.



Henrik Hagemann
PURAFFINITY

Great forcing function for preparing your fundraising material ahead of going to market, with **super fresh data on which VCs are active and what caveats to look out for.** Even with institutional investors already on board, I'd highly recommend it as a way to reduce distraction from fundraising poorly.



Steve Cottam
ANTISTREAM
ARCADE

The Fundraising Bootcamp **is a must have resource for anyone looking to understand the fundraising process.** Francois has turned the process into an easy to follow blueprint that will help you navigate the murky ocean of VCs to save you time and increase your chances of success.



Matus Kirchmayer
MATSUKO

Fundraising Bootcamp really exceeded my already high expectations! It was an amazing, intense & growing experience



Andy Street

I thought this might be useful, but it turned out to be essential.



Rebecca Bonington
TRICRES

I'm so pleased we hadn't yet started raising investment before doing this programme.



Kate Clark
OGO

Knowledge + Preparation = Confidence.

When I think back to how I would have approached my fundraise before this bootcamp, I cringe at how unprepared I didn't even know I was.



Pahini Pandya
PANAKEIA
TECHNOLOGIES

Great refresher for fundraising!



Allan Hutcheon
NEATEBOX

Fundraising Bootcamp has been a fantastic resource and basis for our fundraising, going beyond the initial pitch and **deep diving into the key details and information you need for success.**



Alan Timothy
BUBO.AI

Unlike anything else and much better, this was the real deal. I now feel that I understand what I need to do to get my next deal, I am in control.



Eser Torun
EVERLEDGER

I found the honest and open advice from Francois very helpful, it makes a huge difference to hear about his personal experience. Great content and great delivery!



Marija Dimitrijevic
DWELT

If you want to fundraise, I advise you, do not do it before you hear what Francois and Marcela have to say and teach. **You truly don't know how much you actually don't know!**



Vanja Samuelsen
QOITECH

I thought this was going to be all about pitch training. I was really pleasantly surprised and **it's all about investor readiness,** which is exactly what everybody needs.



Filip Filipov
ATKAİROS

The program is an intense warm up for what is about to hit any founder considering fundraising in the future. It is also a good test to see if your story matches your product and whether you can deliver it succinctly, with clarity and passion. **I think this should be a 'required course' for anyone going into startup land.** Two thumbs up.



Stepan Dobrovolskiy
MASHROOM

The Fundraising Bootcamp **was an eye opener and we learned a lot.** Forget what you think you know and just be open to accept new information.



Lars-Thorsten Sudmann
BLOOLA

The highlights video is really good but it catches less than 50% of the true value of the work we did together and my real impressions of the programme. **I wish I had known of this programme before - this could have saved me a year of work!**



Schehreazade Davidson
TRICERION

One of the most useful, **learned more from other programmes because of the people who are running it (Francois & Marcela)** who thrive to make it welcoming and engaging. So if you commit to it you make the best of your time.

Secondly, we enjoyed the community & networking part - just imagine you with the brightest leaders in one room who are in pursuit of their crazy dreams. It's motivational and fantastic!



Thuria Wenbar
E-SURGERY

This was genuinely the best and most comprehensive fundraising program I have been on. So many people online run these programs but actually don't have a clue what they're talking about. **This is hard facts, no bullshit, incredibly engaging,** and shines a spotlight on all those areas in the knowledge matrix where you don't know what you didn't know.



Jonathan Crook
BALKERNE

The first start-up fundraising programme where **I felt that the team passionately wanted to help all attendees** and give them the best chance of success.



Alex Short
VIZIBL

Fantastic course that will no doubt help us command a much stronger Series B, **top team, top tips.**



Martin-Immanuel Bittner
ARCTORIS

The Fundraising Bootcamp was excellent - **learning from the mentors as well as the peers,** I took away a lot of hands-on insights.



James Jackson
BUMPER

Incredibly useful sessions, **really helped us streamline our investor deck** and got us match-fit before we started pitching to VCs.



Gary Swale
INSPIRZE

Simplify, simplify, simplify - moved from "corporate bullshit" to "aha, I get it" and met some great cohorts along the way. **Francois and Marcela are fantastic - listened, advised, gave brutal assessments and helped me improve.**

They know how to get you involved.



Martin Balaam
PIMBERLY

I've raised funding many times before both on public markets and private, over £100m, and I thought - "how much different would it be raising from VCs?" **This bootcamp was invaluable; practical, personalised to you** and yes, it is different!



Slobodan Jovic
SELEKCIJA

Fundraising Bootcamp is one of the most intensive workshops I have attended. But it was worth it. **A combination of a lot of knowledge and experience of educators and first-hand information about the way investors think.** Quite by accident, on the last day of the bootcamp, talking about the bootcamp to one of our big clients, they said that they are interested to invest in our company, and if that happens, I am sure we will be prepared for presentation and that just because of attending Bootcamp we will get between € 200,000 - € 500,000 more for the same share in the company...



Berislav Marszalek
ENTRIO

Fundraising bootcamp was **one of the best and most hands-on educations I've ever been to.** VC knowledge, presentation energy and business experience that Francois and Marcela deliver, are hard to match. If you plan to raise money for your startup, you don't want to miss this one.



Nils Lekeberg
ENJAY SYSTEMS

Hey, start-up founder/executive. If you



Dan Marcus
RAMP SOFTWARE

Knowledge is power. **Francois and Marcela are a never ending source of knowledge in the startup and VC world.** This knowledge doesn't just cover their own domain, they quickly understood our business, and were able to adapt their thinking to offer incredible value. was an eye opener and we learn a lot of thing.



Hao Zheng
ROBOK

The sessions were **extremely practical** and I see big improvement in my pitch in a very short period of time!



David Holden-White
TECHSPERT.IO

Fantastic experience. The programme is **a really impactful way to skill up** and improve your pitch going into fundraising.



William Shucksmith
BUMPER

Super engaging, informative and a must for those raising finance in the VC world. Great work Francois & Marcela



Howard Thompson
EVERLEDGER

Great course with excellent insights into the VC World, **expertly presented and facilitated.**



Nigel Bridges
BEACON

An excellent event, **looking into the minds of the VC world and being better prepared for it.** Thank you.



Gunnlaugur Eriendsson
ENSO

Hands down, the best course you can



Luis Valente
ILOF

If you want to know the ins and outs of fundraise, be sure to join the bootcamp!



Yew Hong Woo
KLAXON
TECHNOLOGIES

The Fundraising Bootcamp is structured to be practical to give start-ups at all levels the best chance to be successful in fundraising with **insider insights, trends, and workings of venture capital's worlds. Invaluable.**



Daniel Burton
WONDRWALL

The investment program run by Technation was **the most useful program I have ever been on.** Filled with useful information and really improved my knowledge of the investment process. Thank you, it was excellent. insider insights, trends, and workings of venture capital's worlds. Invaluable.



Frane Alajbeg
SELEKCIJA

If you are considering, or just want to know as much as you can about the world of investing and VC funds, this is a place for you. 5 days of "real" Bootcamp will require commitment, energy and focus. Even if you think that after the first few days this is not for you that's where you are mistaken. **You will get better each day and by the end realize that you actually have a shot of raising funds and expanding your business.**

We learned all the tips and tricks you don't find anywhere: how to approach, differentiate and sort the investors. Got to meet a lot of promising young entrepreneurs and received feedback that allowed us to get better each day.

Thank you to both Marcela and Francois, thank you for enduring with us even when we didn't know what to do. Wish you all the best and plenty of luck to our fellow entrepreneurs. Let's start with the fundraising.



Tatjana Jakšić
PROFESSOR
BALTHAZAR

> OUR PROGRAMME CURRICULUM

THE COMPLETE PLATFORM

BECAUSE YOU ONLY GET ONE SHOT AT FUNDRAISING

01

VC insider knowledge you can't find online

What investors don't tell you
What they expect but don't tell you
Spot when and why you're being played, used or lied to
Term sheet death traps
Most common fundraising mistakes you're likely to make & how to avoid them
Why you must prioritise investors & how to do it well
How to approach investors with or without intros
Why & how to make Analysts work for you

02

(re)master your narrative, USP and investor pack

Simplify and crystallise what makes you better/faster/bigger, why you're 'the one'
build a real, BS-free USP
Your Financial storyline & narrative
Investor prop, value prop, user prop
Investor pack & what matters

03

Get to your perfect investors, not just any.

Access our 3,500+ investor database, enriched dataset + verified emails
Build your 80-100 perfect match list
Data search: by geog, size, stage, sector etc
Learn how to assess funds and investors
Create your PoP & prioritise your investor outreach process
Build your investor tracker tool

04

Our Toolbox: pro tools and resource Library

Investor tracker
Investor POP
Financial storyline template
Deck templates
Data extraction tools
Advanced search tools

05

Deliver to perfection, meet investors

Pitch delivery techniques
Zoom delivery training
How to get introduced
How to cold-call email

FUNDRAISING BOOTCAMP: CURRICULUM

Kick Off

Venture Capital: what you don't know, why it matters

- State of Nation – what matters this quarter
- How founders fail their funding rounds
- VC-GP-LP-IRR-DPI & other key terms
- Who and how VCs make money
- Why raise from VC (and why not)
- Dilution, dirty tricks and horror stories
- Alternatives to VC funding
- What investors expect from you
- What's different at Seed, A, B & after
- What investors don't tell you
- VC rejection map (spoken and unspoken)
- How they use you, not help you
- VC lingo, key terms, BS and ego in VC
- Who is who, who does what
- Nasty term sheet tricks
- Common mistakes & misconceptions
- PR hype vs. active funds

The Investor Kit

- Building your investor proposition
- Full Investor pack – why, what and how
- Executive summary
- Pitch email
- In-person pitch deck
- Leave behind pitch deck
- Investor Memorandum
- Financials
- Printed Q&A
- Information is power, how and when to distribute your info pack for maximum impact

Pitch Workshop

- What's your investor proposition?
- Personalised pitch variations
- Hooking investors' brains
- Pitching without slides

Investor Pack

- Common mistakes, good & bad examples
- What's expected
- Your pitch docs: practical guides
- Your IM: practical guide

Live Pitch Analysis

- In-person and Zoom pitches
- Emotional hooks and triggers you can use

Financials

- Understand what investors need to see and why
- Financial storylining with examples
- Valuation methods & how to set yours
- Showing traction, even if you don't have it
- KPIs, CLV, LTV, CAC and others
- Runway vs. milestones

USP

- How to stand out in a noisy market
- Building a clear USP
- What to do if you're not that special
- Reality distortion field, with examples
- Investor hooks

Team

- Why investors care so much about it
- What they need to see
- Team storylining

FUNDRAISING BOOTCAMP: CURRICULUM

Advanced data research

- Advanced Searches and data tricks
- Competitive information
- Bring clarity from the data noise

Tech Tools

- Fundraising toolbox
- No-BS templates: cap table, financial model, decks
- VC search engine
- Reverse look-up investors you don't know
- FB VC database
- Weighted investor list
- Investor Tracker
- 400 free tech tools
- Do I need specialised software?

Personalised 1:1 advisory - session #1

- Your investor proposition
- Detailed feedback on your docs
- Finding your pitch hook
- Simplify and crystalize value prop
- Iteration loop

Assessing Investors

- Investors aren't equal: how to rank them
- Common founder mistakes
- Critical checks and due diligence
- Europe vs. US investors
 - Key differences
 - Pros & cons of each
 - Expectations UK vs. EU investors
 - Mixing up

Meeting investors and process

- Process timeline
- Seasons and seasonality
- How to connect with investors
 - How to get introduced, with templates
 - Cold email template
 - Follow-up template
- Meeting investors
 - How to handle pre-meeting calls
 - Setting goals for each Investor meeting

Deal Dynamics

- How to create a competitive platform for your funding round
- How to leverage investor ego and FOMO
- Timings, stages, priorities
- Setting your process calendar
- Should you disclose your valuation and other investors?
- Your plan B: when things go wrong
- Exclusivity periods
- Using information asymmetry to your advantage
 - How, who and when to disclose
 - What you should/shouldn't disclose
- Psychology tricks to optimise your deal
- When to accelerate, when to pause for maximum impact

Personalised 1:1 advisory - session #2

- Your investor proposition
- Detailed feedback on your docs
- Finding your pitch hook
- Simplify and crystalize value prop
- Iteration loop

FUNDRAISING BOOTCAMP: CURRICULUM

Personalised 1:1 advisory - session #3

- Your investor proposition
- Detailed feedback on your docs
- Finding your pitch hook
- Simplify and crystalize value prop
- Iteration loop

Pitch Delivery with Ginny Radmall

- Learn the ins and outs of pitching, with exercises and techniques for maximum impact
- Pitching on Zoom – and the tech you need
- Breathing and posture techniques

Final Pitching + Feedback

Closing Session

- Your progress
- What happens next
- Bootcamp goodie bag – presents for the road
- Bootcamp community

Final Q&A



KNOW ANYONE
WHO SHOULD JOIN?



CLICK TO LISTEN TO OUR



**FUNDRAISING
BOOTCAMP**