

FUNDRAISING SCHOOL

**How to Raise Capital for Your Startup
to Build a Million (or Why Not Billion)
Dollar Business**

THIS COURSE WILL TEACH YOU

- How to know when to raise capital
- What documents you need to prepare
- How to find and contact investors
- How to close the deal

Welcome to your

FUNDRAISING WORKBOOK

We are SO proud of you. You are building a company that will impact so many people and make the world a better place.

Are you also proud of yourself?

Yes! I am amazing!

Thank you - I will remind myself of it more!

Love it! So if we guessed it right, you have an amazing company but there is one thing that you lack... money!

Did we get that right?

YES I'm ready to get that money!

Chill out - I already got cash. Just here to learn more!

Ok let's do this!

Let's start by getting to know each other a bit more!

What is your name?

Such a beautiful name! Now what is your company name? We are sure it is as lovely as your own name!

Thank you! You are doing amazing! Now a quick challenge for you: in less than 10 words, how would you pitch your company to us?

We are impressed!

We just want to get to know you a little bit more!

Which year did you start your amazing company?

Beautiful! And just to boost our motivation a bit before we start: what are some of the best things with running your own company? You can pick several things!

- Being my own boss**
- Creating a better future**
- Excited to earn lots of \$\$\$**
- The freedom**

Do you want to add something?

MODULE 1

Preparing for an Investment Round

Let's jump straight into Module 1!

First of all - do you feel ready to start your fundraising round?

I was born ready for this!

Not really but I will stay with you to learn!

We feel so honored that you share how you feel with us!

A quick reminder: raising capital from investors is just one way of financing your company. If this way doesn't feel right for you, here are some other ways.

Check the boxes that could be interesting for you!

Grants

Partnerships

Loans

Incubators

Competitions

Consulting on the side

MODULE 1

The Right Timing to Fundraise

Feel free to explore more of the other financing alternatives! Maybe we will do another course on them in the future.

Let's continue with creating a plan for you to raise capital from investors!

First of all, which stage is your company in?

Feel free to refresh your memory of the terms in the course in Module 1.

- Pre-seed**
- Seed**
- Series A**
- Series B**
- Series C**
- IPO/Exit**

MODULE 1

The Right Timing to Fundraise

Love it! Remember that each stage is unique – don't forget to enjoy the journey even if we have BIG goals ahead!

All investors have different preferences on what stage they like to invest in your company. There are a few things though that almost all investors like to see before they invest.

How many of these do you have?

A team with a complementing skill set

A first version (MVP) at least of a product or service

First customers/users or revenue

If you checked all the boxes – that's great!

If you didn't check all the boxes – no worries at all! Just know that investors may ask you about these but they are also easy to fix!

MODULE 1

What Documents To Have in Place

So you are ready now to continue with preparing documents?

Amazing! We know that this step can sometimes feel a bit overwhelming but we are here all the time and will support you along the way!

Here are some documents that investors might ask for during the investment round. **Which of these do you already have?**

A teaser

A one-pager

A pitchdeck

A budget

Feel free to add notes on what documents you want to put more focus on.

MODULE 1

What Documents To Have in Place

You're doing amazing! Let's continue!

Your pitch-deck is usually something that investors will ask for early on. We therefore think it is worth spending some time on it.

Here is a check-list of some great things to have in your pitch-deck.

- The problem**
- The solution**
- Traction (e.g. number of users or revenue)**
- Description of your market (TAM/SAM/SOM)**
- Business model**
- Competitors**
- The team**
- Details about your investment round (e.g. how much you're raising and to which valuation)**

MODULE 1

What Documents To Have in Place

Puh that was a lot of things to check!

Now we only have one more document to check that you got everything for - the budget!

Some people dread making a budget since it's quite hard to project the future (literally). Remember though that the investors know that entrepreneurs can't be 100% sure of all the outcomes so just make it as well as you can with what you know.

Does your budget...

Forecast 1-3 years into the future?

Include all different incoming and outgoing sources of capital?

Show how VAT is handled?

If you got all three boxes checked - congrats! If not, these are easy things to fix!

MODULE 1

What Documents To Have in Place

We are DONE with checking the documents! We are so impressed by you for coming this far!

There is one last thing to check - that your data room has all these documents! **Does your data room have...**

Documents of your financial status

Documents of the ownership structure

Shareholder agreement

Employment agreements

Other relevant agreements, e.g. with customers/partners

Feel free to add notes on what documents you want to add.

MODULE 1

Commonly Asked Question

Woho! We are soon done with Module 1! That means that you soon have completed 1/3 of the whole fundraising course! What a milestone!

Before we continue to Module 2, here is a common question that we get asked during Module 1.

Question: "Do I need to prepare all the documents before I start contacting investors?"

From our experience, investors truly appreciate when the company can quickly send any documents they ask for.

This signals professionalism and structure. It also doesn't cause any unnecessary delay of the investment round and the risk of your investors losing their interest decreases. So yes, we think this is a great idea!

With love,

Camilla & Vendela

MODULE 1

Reflecting part

We are now done with Module 1! You are amazing! Now we want to give you space for some reflections.

If we can leave you with one reminder it is to be kind and patient with yourself if some parts feel tricky. We have worked with hundreds of entrepreneurs and we know how frustrating some parts can be.

We are so happy that we do this together! Together, no mountain is too high to climb!

What parts do I feel confident with on my investment round?

What parts do I want to spend more time on for my investment round?

MODULE 2

Finding and Contacting Investors

Unbelievable! We have already arrived at Module 2 in our fundraising course! We love your grit!

This module is all about how to find and contact investors! Yeah... maybe that was pretty obvious from the title. Anyway - we are now ready to actually get the process started with the investors!
Let's do this!

Are you ready to find your investors?

YES! A better question is - are they ready for me?!

Still working with Module 2 but I'm with you!

What are your feelings for this Module?

MODULE 2

What Kind of Investors Exist

Before we contact investors, let us quickly refresh our memory on the different kind of investors!

There are as many different kind of investors as there are dog breeds on this earth. Or something like that. The point is that when you contact investors, you have to make sure that they are the right fit for your company.

Here are some different categories of investors. **Which ones do you think are relevant for you?**

- Angel investors**
- Family offices**
- Venture capital firms**
- Corporate ventures**

MODULE 2

What Kind of Investors Exist

Now it's time for you to dream a bit about your ideal investor!

Investors can add so much more to the company than only money. For example, they can add their expertise, experience and network. Some investors get engaged and become active in the company too.

If you had a magic wand, describe the profile of the investor that would be the perfect match to your company. Things to consider is how active the person is, how much they invest and what expertise they bring.

MODULE 2

How to Find Investors

Now that we are clear on what kind of investors we will be looking for, it's time to actually approach them!

Which of these ways do you prefer to look for investors?

- Social media (e.g. LinkedIn)**
- Data bases**
- Newspapers**
- Incubators**
- Corporate finance firms**
- Events**

Do you have any more ideas on where to find your ideal investor type?

MODULE 2

How to Contact Investors

Here is an overview of the usual process, from contacting investors to closing the deal.

Feel free to check the boxes that you feel comfortable with and make notes on the stages you want to research more on.

- Reaching out to investors and booking meetings**
- Having first meetings**
- Having follow-up meetings**
- Getting soft commitments**
- Closing the deal**

Which ones of these steps would you like to learn more about?

MODULE 2

Commonly Asked Question

Woho! We are now soon done with Module 2! That means that you have soon completed 2/3 of the whole fundraising course!

Before we continue to Module 3, here is a question we often get asked during Module 2.

Question: "How many investors should I contact?"

We recommend you to contact a large number of investors. Raising an investment is similar to selling something. In both cases you have to contact a lot of prospects to eventually get to a few yes.

One important thing to remember though is that it's great to do your research on each investor and try to make everyone feel special.

With love,

Camilla & Vendela

MODULE 2

Reflecting part

We are now done with Module 2! You are doing great! Let's take a moment to reflect.

What parts in Module 2 have been the easiest ones?

What parts in Module 2 have been the trickiest ones?

What are my biggest insights during Module 2?

MODULE 3

Closing the Deal

Can you believe it? We now only have one module left! We are so proud of you!

You have now had all your meetings, your investors have access to all the important documents they asked for and you are now ready to seal the deal.

In Module 3 we go through all the important things to know when it's time to close the deal.

Are you ready to receive that capital?!

YES! I'm so eager to build my company!

Not fully ready but I'm with you!

What are your feelings for this Module?

MODULE 3

How to Pitch



In Module 3 we go through different emotions that increase the chances that your investors will commit.

It's common to think about an investment decision as a purely rational decision.

However, something that the venture capitalist Melinda Elmborg wrote so well in her article "What An Investor Needs to Feel to Say Yes to Your Startup" is that you should try to evoke certain emotions to increase the likelihood that your investor will commit.

Which of these emotions do you believe that your investors have about your company and your investment round?

- Confidence**
- Trust**
- Excitement**
- Urgency**

MODULE 3

What Investors Look For

Beside emotions, there are some other aspects that your investors look for.

Which of these thoughts do you think that your investors have about your deal?

- "It will give me a good return on investment"
- "It will be an adventure"
- "It's a great way for me to contribute"

Something that is important to remember is that almost every entrepreneur gets a lot of No:s before they get one Yes. Don't be discouraged when one investor declines your offer - there are so many others out there!

How do you believe that you will feel and act when you get a No from an investor? It's great to have a game plan beforehand.

MODULE 3

Commonly Asked Question

Woho! We are soon fully done with Module 3. That means that you have soon completed the whole fundraising course! You're awesome!

Here is a question we often get asked during Module 3.

Question: "What are some common reasons why investors decline to invest?"

Oftentimes an investors doesn't feel like the deal matches what he or she is looking for. We often heard the comment "It seems really interesting but I know too little about the industry."

It can also be that the stage or the valuation doesn't match the investor's preferences. No worries though - there are so many others to approach!

With love,

Camilla & Vendela

MODULE 3

Reflecting part

We are now done with Module 3! Let's take a moment to reflect.

What parts in Module 3 have been the easiest ones?

What parts in Module 3 have been the trickiest ones?

What are my biggest insights during Module 3?

Congratulations!

You are now done with every module in our Fundraising Course!

Big congratulations - we are so impressed by you!

Regardless whether you at this stage have closed the round or is still working on it, we know that you will create such a successful business.

Promise to let us know if we can support you in any way!

Lots of love,

Camilla and Vendela

