

IM INVESTMENT READINESS PROGRAM

**DESIGNED FOR SEE STARTUPS
PREPARING A SEED ROUND**

8th - 23rd July 2021
12 Sessions | 3 weeks

plus Matchmaking & Pitching Events

CURRICULUM

WEEK 1 - RAISING INVESTMENTS: CONTEXT & PROCESS

DAY 1

FUNDRAISING LANDSCAPE

REGIONAL OVERVIEW - TRENDING DOMAINS & INVESTED AMOUNTS

BUSINESS ANGELS PERSPECTIVE

CROWDFUNDING PERSPECTIVE

WHY INVESTORS SAY NO - THE VC PERSPECTIVE

TOP FUNDED FOUNDERS PERSPECTIVE

FUNDRAISING PROCESS

MATCHING INVESTORS MINDSET

TYPES, SOURCES AND ROUTES TO FUNDING

BUILD A PROPER LEAD INVESTORS DATA BASE & PROCESS OF ENGAGEMENT

DAY 2

UNDERSTAND HOW VALUATING EARLY-STAGE STARTUPS WORKS

VALUATION STANDARDS WORKSHOP

VALIDATE COMPANY VALUATION

CAPTABLE EVOLUTION TO 100M VALUATION

HOW DO YOU PREPARE FOR A NEW ROUNDS

START WITH THE END IN MIND - THE EXIT

WEEK 2 - GETTING READY FOR RAISING A NEW ROUND

DAY 3

FINANCIAL OVERVIEW & KPIS

CREATE YOUR OWN FRAMEWORK FOR INVESTMENT
BASIC TOOLKIT FOR MANAGING FINANCING
PREPARING STARTUP FINANCIAL STATEMENTS

INVESTMENT KIT

INVESTMENT MEMO & EXECUTIVE SUMMARY
BUSINESS CASE WITH MRR ESTIMATIONS
EXTENDED PITCH DECK
RISKS ASSESMENT

BUSINESS KIT

PNL & RUN RATE
DEMONSTRATING VALIDATION AND PROPER TRACTION
THE DISTRIBUTION STRATEGY
THE PLAN FOR FUNDS DEPLOYMENT

DAY 4

FIRESIDE CHAT: LIFE WITH A VC ONBOARD

LEARN FROM THE EXPERIENCE OF TOP FUNDED STARTUPS
FROM THE REGION

MATCHMAKING & MENTORING SESSIONS WITH LOCAL &
REGIONAL INVESTORS

WEEK 3 - DUE DILIGENCE AND LEGAL

DAY 5

DUE DILIGENCE PROCESS

DUE DILIGENCE OVERALL PROCESS AND REQUIREMENTS
KEY LEGAL DOCUMENTS FOR STARTUPS
(SHA, TERM SHEET, CONVERTIBLE NOTE VS SAFE, ESOP);

KEY TERMS FOR EARLY-STAGE STARTUP INVESTMENTS

DAY 6

FIRESIDE CHAT

VC PERSPECTIVE: REGIONAL DIFFERENCES

EXTENDED PITCH DECK & PITCH REVIEW

LIVE PITCHING - DEDICATED FEEDBACK FROM INVESTORS ON
YOUR DECK & PRESENTATION

MATCHMAKING & MENTORING SESSIONS WITH LOCAL &
REGIONAL INVESTORS