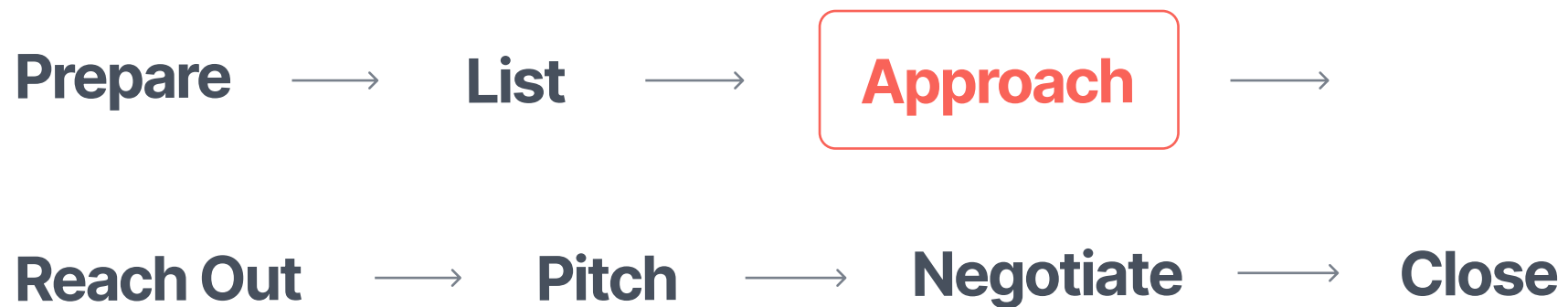


How to fundraise like the best startups



Julien Quintard

Founder & CEO @ Routine



“

When you need
money, ask for
advice, when you
need advice, ask
for money!

Relationship

Build a long term
relationship with some key
investors you like and who
understand your space.

Tiers

Some founders like to put VC in tiers and use the “*not so great*” tier to **train and improve.**

Schedule

Try to **pack your calls**
within 2-3 weeks.

When a termsheet arrives,
you want the other
investors to be at the
same stage.

Dynamics

Most VCs are looking for a reason not to invest.

The first investor is therefore always the hardest to convince.

Angels first...

Close business angels first
to generate momentum.

You can leverage them to
reassure VCs.

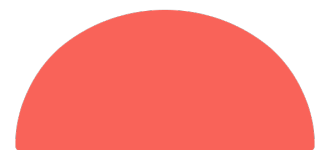
Tipping point

At a certain point (50% of the round), things align!

Your pitch gets better, you gain confidence and investors feel that.

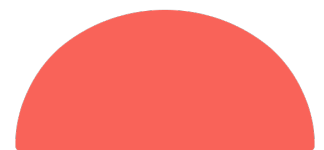
*Routine's pre-Seed round
lasted 5 weeks.*

*We got rejected by
everyone for the first 3
weeks! Morale was low...*



*In week 4, a VC committed
\$500k.*

*During week 5, we
amassed \$6.5M in
commitment.*



Create FOMO

Remember that investors are human being (kind of 😏).

As such, they are not purely rational and take decision on feelings...

Momentum

Maintain momentum
during the whole
fundraising process.

Announce partnership,
launch features etc.

Update weekly

Create a mailing list and
send a weekly update to
the interested investors to
keep them in the loop.

Found this post useful?

Save it for later.

