

How to fundraise like the best startups



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VCS think they
are analytical.

But they are
human (kind of)
as you and me 🤪

Audience

Before going out there,
you must **understand** what
the other party is looking
for...

ROI

Quite obviously, investors are looking for huge returns on investment (i.e. >100x).

Make them feel the opportunity!

Emotion

But do not underestimate the **emotional element** of convincing someone.

As for any person you are going to work with, you want to like them.

Cool-ness

In other words, VCs want to want to spend time with you.

A be able to say (when you're successful) that they know you well...

Deck

On average, an investor spends less than 2 minutes going through a deck.

That's only 7-8 seconds per slide!

To the point!

Remove all the small text,
nobody will read it.

Focus on a **single message
per slide** (title and one
short sentence).

Deck

1/2

- Introduction
- Team
- Problem
- Solution
- Product/Technology

Deck

2/2

- Business model
- Go to market
- Traction
- Forcecast
- Conclusion

Team

Make it clear why this
team is particularly
knowledgeable about this
problem.

Problem/Solution

You can follow Techstars' elevator pitch **framework**:

For **CUSTOMERS** who
have **PROBLEM**,
COMPANY provides
SOLUTION.

techstars 

Go to market

This is particularly important, even though underestimated.

Who are your customers and how are you going to reach them?

Traction

If you have traction already, focus heavily on it.

Show your **understanding of the numbers** and what they mean.

Vision

If you are still early (no traction), focus on the vision.

Show that you know extremely well the market and your positioning.

Found this post useful?

Save it for later.

