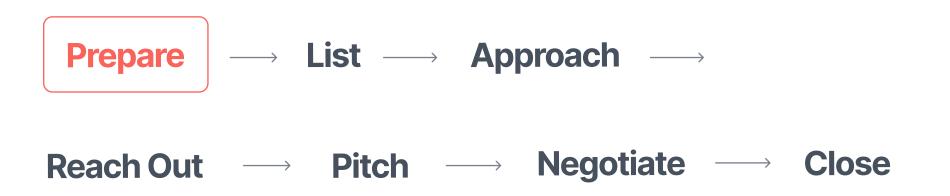
# How to fundraise like the best startups





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### Timing is everything

You have one chance to make an impression!

Start only when you are ready.

#### Pick an angle

If you have traction, focus on metrics.

Otherwise, tell a story to explain your vision.

#### It takes time

It takes ~6 months.

And it will take 80% of the CEO's time!



Raise as much as you can with reasonable terms.

#### 18-24 months

Raise enough to reach a milestone within 12-18 months.

And 6 months to raise...



Yet, the farther the wall, the longer it will take to face reality...

#### Trust the data

- → 10% raise \$X or less
- → 60% raise more than \$X

Start with an amount that can be reached quickly.



#### Momentum

Once overcommitted, you can increase the amount.

#### Valuations vary...

At pre-Seed, YC startups raise at \$10M+ valuations.

In Europe, it is common to see Seed rounds at \$5M.

## Found this post useful? Save it for later.

