

# How to fundraise like the best startups

**Prepare**



**List**



**Approach**



**Reach Out**



**Pitch**



**Negotiate**



**Close**



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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**.

**techstars** 



# 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.

