

How to fundraise like the best startups

Prepare —→ **List** —→ **Approach** —→

Reach Out —→ **Pitch** —→ **Negotiate** —→

Close



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Legal

1/2

Don't be cheap with
lawyers. It can cost you a
lot later.

I've seen companies
acquired that had more
than 100% of equity 🤯.

Legal

2/2

It is your job to manage them.

If you let them take control, they will spend time negotiating details and dragging the process.

Due diligence 1/2

Do your own due diligence
on investors.

Call founders from their
portfolio companies.

Due diligence 2/2

Ask them how they
behaved when things got
tough!

That tells a lot!

Picking

1/3

Taking money from the best investors out there is no guarantee of success.

This is mostly to flatter yourself.

Picking

2/3

It can however help with hiring senior profiles.

But keep in mind that the investor's job is not the make you succeed but to deploy capital.

Picking

3/3

Smaller firms and/or less experienced investors might have more time to help you than a partner with 10 boards to attend.

Done?

It is not done until you
have the money in the
bank.

Many rounds fail before
the very end for many
reasons.

Found this post useful?

Save it for later.

