

# How to fundraise like the best startups

Prepare



List



**Approach**



Reach Out



Pitch



Negotiate



Close



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Unless you have direct access to a partner at a VC firm, the process will most likely go like this...

# Analyst

First, you will have a 30-min call with an analyst whose job is to **filter out deals.**

# Call

Take into account the intro  
chit chat and closing.

You have 10-15 minutes to  
pitch and 5-10 minutes for  
Q&A!

# Weekly meeting

The analyst you talked to  
will present your “deal” to  
his team during the weekly  
meeting.



The analyst will convey  
the key points from your  
pitch.

Remember that and **focus**  
**1-2 key messages** for him/  
her to remember.

# Further digging...

Then, an **associate,**  
**principal or partner** (the  
next in command) would  
join one or more calls to  
dig deeper into your  
business.

# Partners meeting

Until a partners meeting is scheduled for you to present in front of all the partners of the firm.



# Sponsor

Someone is carrying the deal internally; this is your sponsor.

Leverage this person to know where to push, what questions to expect etc.

# Looks like this

- 100 contacted
- 80 1st calls
- 10 2nd calls
- 5 dig
- 2-3 invest

**2-3% success rate**  
easier to get into Harvard 🤪

# It's a numbers game

Remember that.

If you contact only 10 VC firms, you virtually **have no chance of success!**

# Found this post useful?

## Save it for later.

