

# How to fundraise like the best startups



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# Deck

A deck is not prepared  
once...

# Process

Rather, **every meeting is an opportunity to learn and improve your deck/pitch.**

How?

# Shut the f\*\*\* up

Stop trying to deliver as much information as possible to convince.

**Listen!** And you'll feel what works and what does not.

# Iterate

Based on that feedback,  
improve the story, rework  
your deck & pitch.

This **will translate into**  
**removing stuff** from your  
deck/pitch.

# To the point

Indeed, as time goes by,  
you **will realize that only a  
few points really matter.**

**Focus on those!**

# Questions

The questions investors ask are almost always the same.

Prepare them as well as it is a chance to make a good impression.

# Delivery

Delivering the pitch is as (if not more) important as its content.

Next are some advices.



# First impression

Starting a call can feel intimidating.

The first impression is crucial. If you jump right to pitching, it will feel weird!

# Break the ice

Ask a casual question or even better, something related to the person's activity (e.g tweet).

Remember that **investors are investing in people!**

# Connectivity

Quite obviously, make sure you have a good connection, microphone, camera, lighting etc.

All of those can hurt the first impression you make.

# Slow...ly

Speaking quickly does not convey confidence.

Force yourself to slow down, making sure you focus on your key points.

# Exchange

Do not monopolize the conversation. Listen and leave time for questions.

The best pitches are conversations!

# Know-it-all

Do not try to bullshit your way out of a question you do not know the answer.

Best to say you don't know and come back with an answer later.

# Close

Never leave a meeting without a clearly-defined next step.

Do not be afraid to explicitly ask investors to invest.

# Follow up

1/4

Following up is something few founders do well.

Here are few tips to get better.



# Follow up

2/4

Once the meeting over,  
follow up by email to thank  
the investor for their time.

Provide **material for them  
to dig deeper** (analytics,  
business plan etc.).

# Follow up

3/4

Send individual  
forwardable emails for  
every introduction the  
investor offered to make.

# Follow up

4/4

Following up is also a great opportunity to show that you've heard their points.

Provide additional material and/or answers to the questions they asked.

# Found this post useful?

## Save it for later.

