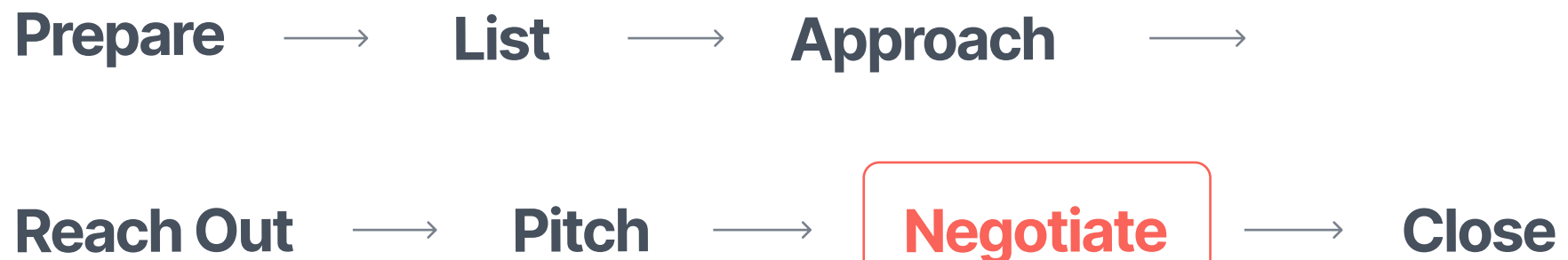


How to fundraise like the best startups



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Following the pitch,
investors will have many
questions and remarks.

There are **many pitfalls and
traps** not to fall into.

Next are many situations,
questions and concerns
that you will need to
address.

Here are some tips.

**“You should
raise more!”**

1/2

*This means “I have a
specific ownership target,
and there isn’t enough left
in your round for me to get
there”.*

**“You should
raise more!”**

2/2

Discuss the point
transparently and increase
the size of the round if you
want (at the cost of more
dilution).

No answer

If an investor is not
answering your emails,
just understand that they
are not interested and
move on.

**“Interesting! Let’s
stay in touch”**

Read between the lines!

This means that the
investor does not want to
close the door and say no
but will just not invest.

Feedback

1/2

Believe the “no”, not the
“why”!

Often times its not in the
investors best interest to
tell you why they aren't
investing.

Feedback

2/2

Most of the time, the reason is: *“I just don’t believe in your business”*.

But they can’t really tell this to founders; it does not sound analytical.

Concerns

1/4

If investors are showing concern regarding the round, instead of trying to convince them, **turn the table around.**

Concerns

2/4

On the point that frightens them, ask them what would make them comfortable.

Once you have this information, flip the situation and tell them...

Concerns

3/4

“Assuming the round had those terms, would you be comfortable in investing?”

Most likely, the investor will agree. You can count them as a soft commit.

Concerns

4/4

When closing time comes, even if the terms are not exactly those, if the round is complete, the momentum will be in your favor and the investor will follow.

NDA

Do not ever make
investors sign NDAs.

VCs see too many decks
to bother with this.

Found this post useful?

Save it for later.

