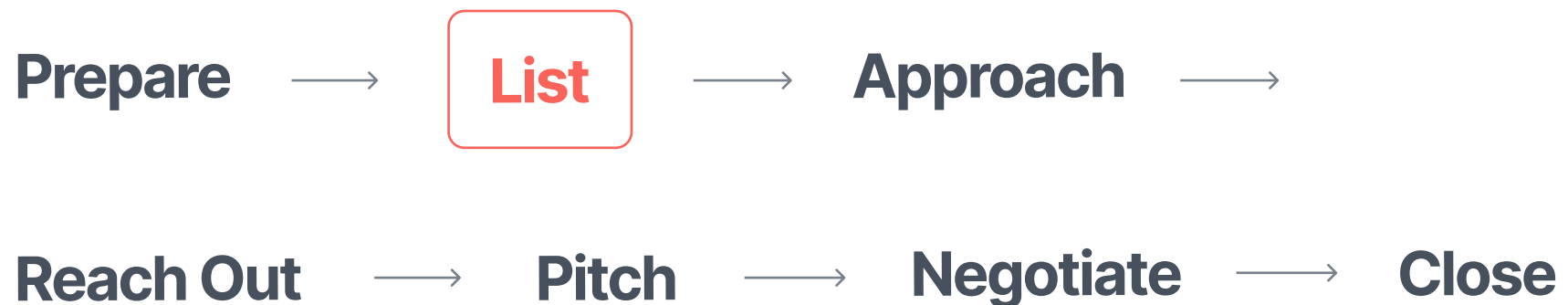


How to fundraise like the best startups



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If you expect to
use a list of VCs
found on the
Web as is, you're
hugely mistaken!

Typology of investors

- Angels (\$2k - \$20k)
- Super angels (\$20k - \$300k)
- Micro-VCs (\$50k - \$500k)
- Family offices (\$100k - \$2M)
- VCs (\$500k - ...)

(Super) Angels

Usually not full-time investors (hence a bit hidden), have no time to waste, decide quickly and tend to **follow their guts**.

Family offices

Wealthy families who dedicate the management to professionals.

Can be hard to find and get in touch because not publicly advertizing.

(Micro) VCs

Visible and professional structures, whose job is to talk to entrepreneurs.

More analytical and looking for large returns on investment (x100+).

Criteria

1/5

For every potential investor, it is **your responsibility to check** that your company meets their criteria...

Or you will lose credibility!

Stage

2/5

Pre-Seed, Seed, Series A,
Series B...

Investors will not look at
companies that are too
early/late for them.

Geography

3/5

Some VCs focus on geographies.

It can be a single city (rare), a region or a continent.

Market

4/5

The same is true for market.

Needless to pitch a VC focused on devtools if you're running an ecommerce business.

Maturity

5/5

Some investors are only interested in business having reached certain milestones e.g \$10k MRR.

Do not waste time if you're not there yet.

Research

It is your responsibility to
research an investor's
website to understand
who they are, that they are
looking for etc.

Find a sponsor

While researching, try to **identify the one person** most likely to be interested in your business and who will eventually be your sponsor inside the firm.

Found this post useful?

Save it for later.

