

# Keiretsu Forum

KEIRETSU



FORUM

**“Great Association with Quality Deal Flow”**

# Agenda for the Series

1. Are you startup ready?
2. Stages of funding & Investor expectations
3. Fund raising 1 – business models, business plans
4. Fund raising 2 – planning and executing the fund raise
5. Getting ready for due diligence
6. Valuations and Transaction documents

TiE Chennai  
Series on Getting Investment Ready  
August and September 2020

# ARE YOU STARTUP READY?

# References

## Bill Gross on what leads to Startup Success

<https://www.youtube.com/watch?v=bNpx7gpSqbY&t=93s>

## Investment Readiness Checklist

<https://www.seedstars.com>

# Team, Talent & Advisors

1. Is your founding team of the right size?
2. Is the founding team complementary?
3. Are you working on your Emotional Intelligence?

# Product & Market

4. Can you prove the market need?
5. Do you know your positioning vs competitors?
6. Do you know your barriers to entry?
7. Do you know your market size

# Technology, Revenue & Growth

8. Do you have an in-house tech team?
9. Is your solution scalable?
10. What are your acquisition channels?
11. Have you found your product/market fit?

# Is there a FIT?

- On Paper – Problem - Solution Fit
- In the Market – Product - Market Fit
- In the Bank – Business Model Fit



# Value Proposition

***Value Proposition  
describes the benefits  
customers can expect  
from your products and  
services.***

KEIRETSU



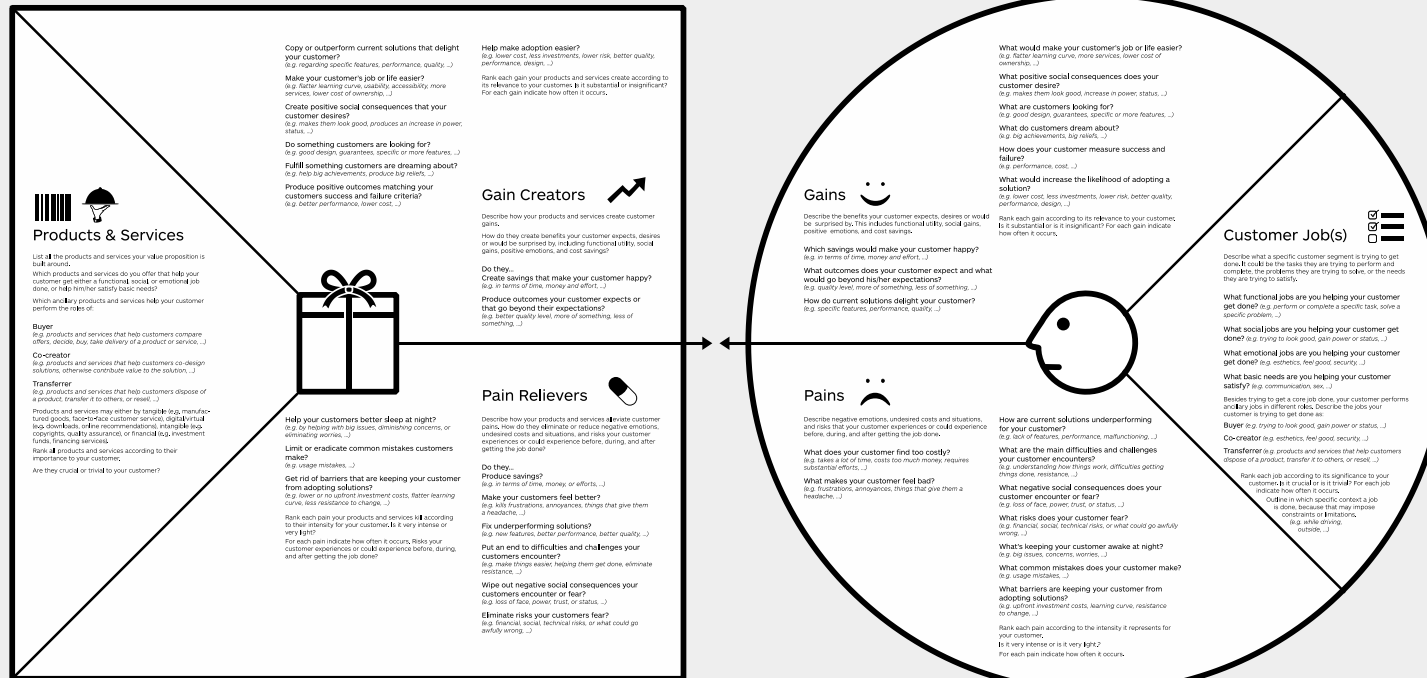
FORUM

# Value Proposition Canvas

## The Value Proposition Canvas

Value Proposition

Customer Segment



# Is there a FIT?

## Value Map

- Products and services
- Pain Relievers
- Gain Creators

***FIT?***

## Customer Profile

- Customer Jobs
- Customer Pains
- Customer Gains

# Fit – Value Map & Customer Profile

***You achieve fit when customers get excited about your value proposition***

- address important jobs
- alleviate extreme pains
- create essential gains



that customers care about!

***Your customers are judge, jury and executioner of your value proposition***

# Financial & Performance Management

12. Do you measure your unit economics?
13. How do you track your KPIs?
14. How do you manage cashflow?

# Legal & Fundraising

15. Do you take a proper care of your legal structure?
16. What equity are you planning to give away?
17. What is your fundraising strategy?
18. How does your pitch deck look and feel like?

TiE Chennai  
Series on Getting Investment Ready  
August and September 2020

# QUESTIONS & ANSWERS

KEIRETSU



FORUM

# Speaker Contact Details

- Subramaniam (Subra) Iyer
- [subra@keiretsuforum.com](mailto:subra@keiretsuforum.com)
- [subra@smartkapital.com](mailto:subra@smartkapital.com) (LinkedIn)