

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

Agenda for today

1. Who to pitch to – remember Session 2
2. Teaser / Executive Summary
3. NDA – Non-disclosure Agreement
4. Information Memorandum
5. Pitch deck
6. Practice, feedback and improvement
7. Q&A

TiE Chennai
Series on Getting Investment Ready
August and September 2020

WHAT IS REQUIRED FOR STARTUP SUCCESS?

Who to pitch to

1. Friends & family
2. Accelerator / Incubator
3. Individual angel / Angel Group
4. Venture Capital

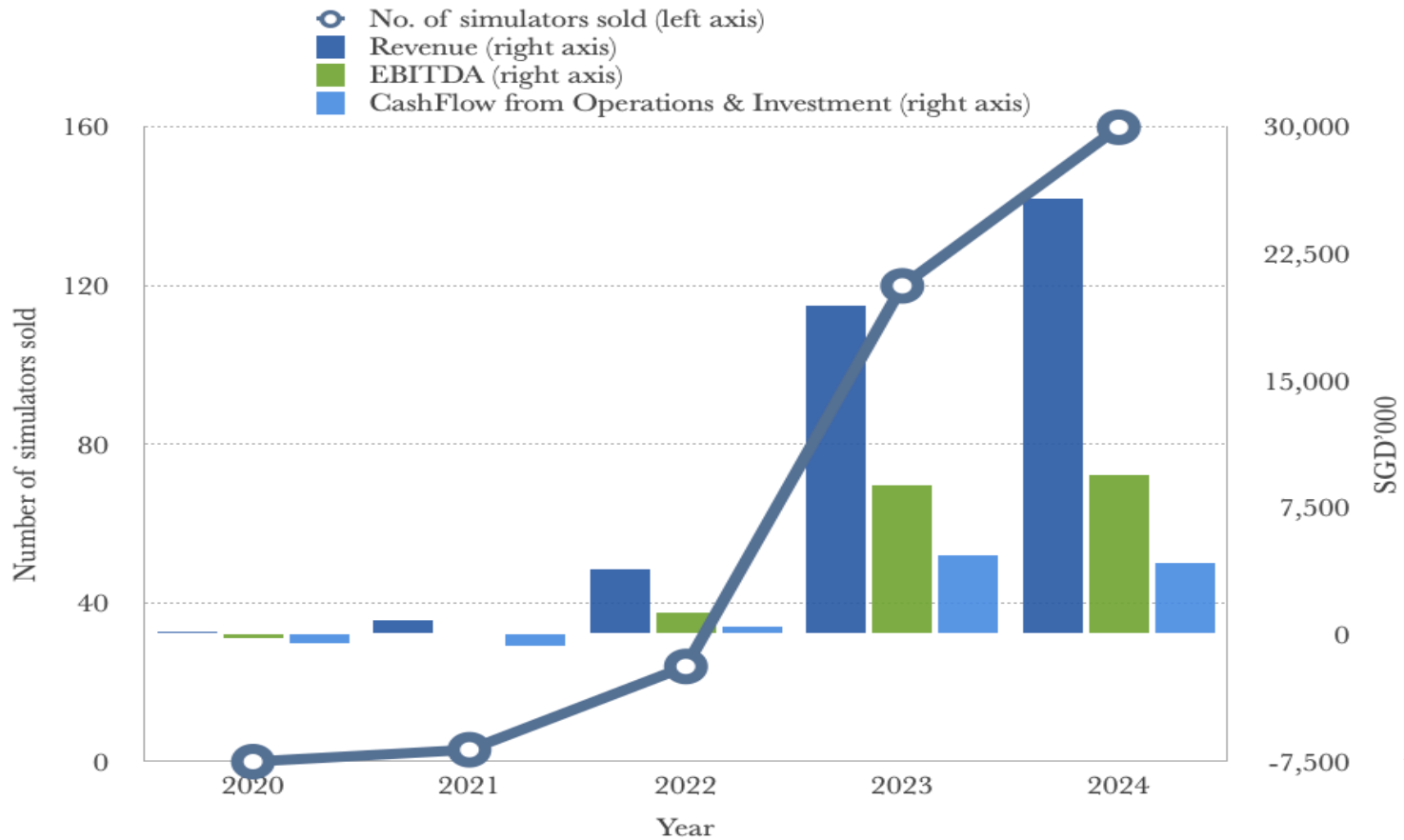
Investment teaser

- No page limit, but best not to exceed 3 pages
- Only key information – be concise
- Include relevant graphics to give potential investors better insight of the business and its potential
- Name of the company normally not disclosed

Investment teaser (con't)

- A well written investment document will have the following sections:
 1. Investment highlights
 2. Company overview
 3. Product / service
 4. Financials

Use graphics wherever possible



Non-disclosure Agreement

- Define the confidential information, viz. business model or proprietary technology
- Commitment to keep information confidential unless compelled by Law
- Exclusions, e.g. information that becomes public otherwise
- Terms, e.g. period of agreement
- Applicable law

Information Memorandum

- Executive summary, if the whole document is too many pages
- Overview of the target (your company), including its products (or services)
- Overview of the market and the Competitive Landscape

IM (con't)

- Intellectual Property Strategy & Plans
- Business model, including revenue model; should also cover go-to-market strategy and marketing plan
- Financials – history and projections

IM (con't)

- Fund raise – how much, what for, instrument, terms, etc.
- Exit potential
- Team – key members (founders & advisors)
- Who to contact and the email phone details

Pitch Deck

1. What is the problem you are solving
2. Solution / Value Proposition
 - a. Market validation / why now?
 - b. Product
 - c. Market size
3. Business model

Pitch Deck (con't)

4. Competition
 - a. Competitive advantage
 - b. GTM plan (business development)
5. Founding team
 - a. Team / board
 - b. Advisors
 - c. Testimonials, if any

Pitch Deck (con't)

6. Fund raising

- a. How much?
- b. What for?
- c. Valuation?
- d. Instrument, e.g. common shares, CCPS, convertible, SAFE notes, etc.

Practice, feedback, improve

- Practice before making the pitch
- Seek feedback, evaluate the feedback, and if appropriate make changes to the pitch (know your audience)
- Update and improve the pitch based on feedback and the evolution of the business and environment

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QUESTIONS & ANSWERS

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