

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

STAGES OF FUNDING & INVESTOR EXPECTATIONS

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References

Investment Readiness Checklist

<https://www.seedstars.com>

Stages of Funding

1. Founder
2. FFF – Founder, family & friends
3. Angel / Angel Groups

Stages of funding (con't)

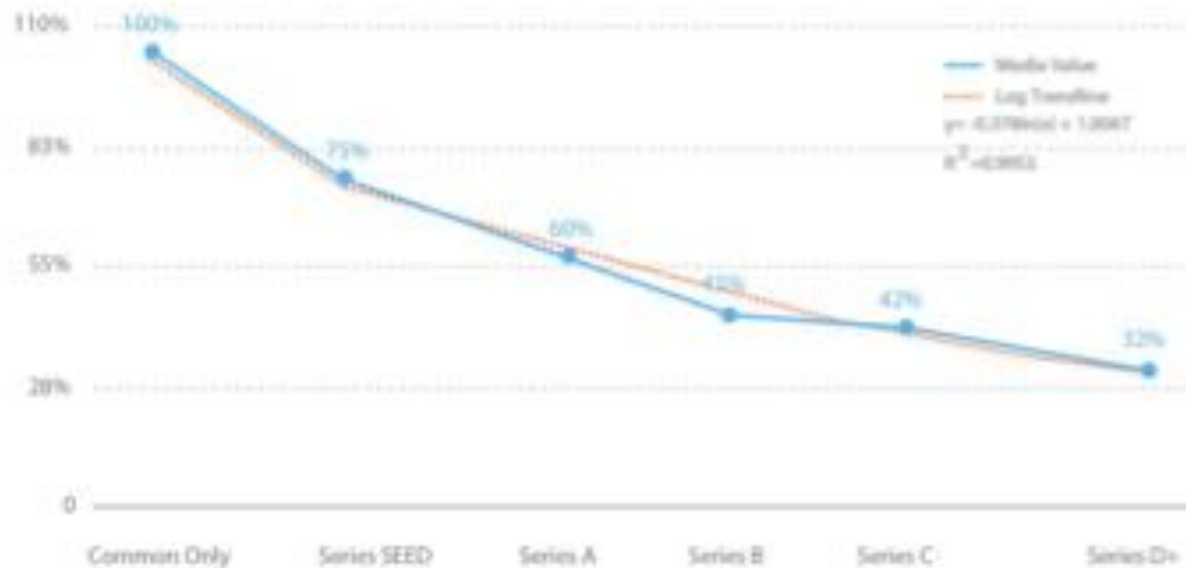
4. Venture Capital
5. Private Equity
6. Public Funding

Venture Capital

1. Seed Stage
2. Growth Stage / Pre-Series A
3. Series A
4. Series B onwards

Equity Dilution

Employee ownership trendline by stage



Source: <https://www.capshare.com/blog/4-key-insights-from-5000-cap-tables/>

Investor Expectations - FFF

1. Filial relationship
2. Other close relationship
3. Trust with a big “T”

Investor Expectations - Angel

1. Varies depending on the angels
2. Proof of concept ready
3. Product – Market fit
4. Early commercialisation

Investor Expectations - VC

1. Varies depending on the series
2. Business model fit
3. Traction
4. Demonstrated growth in revenue or operational cash generation

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QUESTIONS & ANSWERS

Speaker Contact Details

- Subramaniam (Subra) Iyer
- subra@keiretsuforum.com
- subra@smartkapital.com (LinkedIn)