

FUNDRAISING ROADMAP

1. Education Stage

1

Understand the **fundamentals** of venture finance and fundraising process

2

Identify right **investor types** for your funding round

3

Understand how these **type of deals** are done and **what terms** you can negotiate



2. Preparation Stage

4

Making your company investable:
The Due Diligence process

5

Creating Investor(s) **compelling offer** with clear and understandable deal terms for both sides

6

Preparing the **system** how to approach, nurture and **close investors**



3. Action Stage

7

Connecting with Investors

8

Pitching, nurturing and **negotiating** terms

9

Closing the deal(s)