Twitter Thread by Beata ■



Beata ■
@axeliaklein

Recently I have read some great ■s on raising a seed round.

Instead of gathering dusts in my bookmarks I have compiled them into one guide:

With: @gaganbiyani @RomeenSheth @josephflaherty @yoheinakajima @daytonmills @micahjay1 @paigefinnn @dunkhippo33 @amanda_robs @pinverrr

1/10. Adjusting your mental mode to the process of fundraising:

https://t.co/eTPki3p8q5

> At Udemy, we were 3 first-time entrepreneurs trying to raise seed capital. We made every mistake in the book.
>
> We got 200+ no\u2019s and wasted 12 months fundraising.
>
> We eventually pulled through, just barely. \U0001f605
>
> This thread shares our mistakes as lessons for founders.
>
> **Read On**
>
> — Gagan Biyani (@gaganbiyani) October 7, 2020

2/10. Fundamentals for building the slide deck:

https://t.co/lBRvFXfJNV

> 0/ There\u2019s a lot of noise on how to pitch your startup.
>
> Keep it simple. Every good pitch boils down to five ingredients. If you have all 5, you'll get funded. Miss 1 and it can be fatal.
>
> I made a chart describing how the ingredients relate to each other.

Let's dig in \U0001f447 pic.twitter.com/pSeH8yzfKp

— Romeen Sheth (@RomeenSheth) January 5, 2021

3/10. How to craft the most important slide in the deck:

https://t.co/cuMlf438rZ

Every pitch deck needs a \u201cteam\u201d slide.

At the early stage of a startup when the product concept is fuzzy and revenue is non-existent, VCs are essentially backing the team above all else.

But almost all team slides are sub-optimal.

Here are two ways they could be better:

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— Joseph Flaherty (@josephflaherty) January 31, 2020

4/10. One way of raising a seed round:

https://t.co/tPrxuBu0a3

How to raise a seed round. Just one process, adjust accordingly. Missing lots of nuance. \U0001f447

— Yohei Nakajima \U0001f64b\U0001f3fb\u200d\u2642\ufe0f (@yoheinakajima) December 20, 2020

5/10. Another way of raising a seed round:
https://t.co/n0mKzuGrX4

What I learned from raising my first seed round.

This isn\u2019t a how-to guide, that may come later. This is just a story and observations from my own experience.

See, I didn\u2019t know what I was doing at all...

— Dayton (@daytonmills) December 4, 2020

6/10. Questions to ask investors before you agree to let them join your cap table:
https://t.co/PXj6d0s44F

Entrepreneurs are often so fixated on \u201cgetting to yes\u201d with a VC \u2013 and will go to great lengths to answer any question posed to do so \u2013 that they forget to ask the VC any questions.

> Here are 12 questions that founders should ask potential investors more frequently:
>
> 1/19 \U0001f9f5
>
> — Micah Rosenbloom (@micahjay1) October 27, 2020

7/10. Understanding the term sheet:

https://t.co/bxkueryeR8

> term sheets! are! confusing! if you\u2019re a new founder (or just starting out in VC), here are some common terms and what they really mean... [a thread]
>
> — paige (@paigefinnn) April 28, 2020

8/10. Some advice on what you need to do after the raise:

https://t.co/zIZi7Y1nud

> Quick thread today on the biggest hurdle after your seed raise
>
> Read on >>
>
> — Elizabeth Yin (@dunkhippo33) October 29, 2020

9/10. How to perform well in board meetings:

https://t.co/Hd3oIUMCjT

> The past few years I've sat in a number of board rooms and watched some founders thrive and others struggle
>
> Sharing some tips, particularly for first-time founders, on how to best run board meetings
>
> Oh - and it's a THREAD \U0001f609\U0001f9f5
>
> — Amanda Robson (@amanda_robs) July 8, 2020

10/10. Ending with an important note to my fellow VC colleagues:

https://t.co/KbHz5Zo9pz

> Some VCs seem to forget that pitching may be stressful for founders. Make them feel at ease:
>
> \u2022 Pitch yourself before they do
> \u2022 Don\u2019t take yourself too seriously

\u2022 Show vulnerability
\u2022 Make it a fun / learning process
\u2022 Don\u2019t check your phone / do emails

— Pietro Invernizzi (@pinverrr) October 28, 2020