

Approach to early-stage fundraising

Proposal

The logo consists of the word "ZAKUR" in a bold, white, sans-serif font, centered within a square orange box with a thin black border. The box is positioned in the bottom right corner of the slide.

ZAKUR



My Understanding

- You have an awesome idea, a MVP product, and have gotten some early feedback from the market that this product is promising.
- You need funding to take it to the next level. You need more engineers to mature the product. More infrastructure. Product management to build it right. You need advisors in every other function—marketing, pricing, finance, strategy, operations. Heck, you'd like a salary. The list seems endless.
- You know the funding market is tight and you want to ensure your first shot is your best shot.
- There is a proven process for generating funding. Follow it and your first shot will be your best shot.





The Process: Generating Cash

Create Operational Cash Flow

Run the business

Keep doing this. Develop product. Evaluate in the market. Grow customer base. Investors need to know you can do this.

Create Investor Cash Flow

Creation

~30 days

1. Discovery Meeting
2. Pitch Deck Workshop
3. Pitch Deck Draft Review
4. Pitch Deck Design by Design Vendor
5. Design Review
6. Design Edits
7. Deck Complete

Preparation

15-30 days

1. Practice
 - a. Internal Sessions
 - b. Friendly Sessions
2. IIP (Ideal Investor Profile) Development
3. Investor Research
4. Network Outreach
5. Investor Outreach

Pitch

30-90 days

1. Schedule Investor Meetings
2. Pitch
3. Relentlessly pursue funding
4. Rinse and repeat



Summary: Creation

The Creation Phase is focused on the construction of the assets required to do the pitch. The most difficult part of the process is not the design of the deck. The most difficult and important part of the process is developing the story and discovering the data that supports the story. That's why we do a half-day workshop, in-person if possible.

Once a storyboard is put together, then we'll engage a slide designer to make it look awesome.

Once design edits are complete, we're ready to practice.

Creation ~30 days

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Summary: Preparation

The most important element of the Preparation Phase is the practice sessions. Practice never really ends. You should be practicing the pitch often.

Knowing the pitch cold has several benefits:

- You figure out if the words feel comfortable coming out of your mouth and revise where necessary.
- If you get distracted during the pitch by a question, it's easy to get back on track.
- You exude expertise and confidence, investors can smell.

We'll also work on building and executing a strategy for identifying and contacting potential investors.

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Summary: Pitch

Where the rubber meets the road.

A compelling pitch, warm and cold introductions, and relentless pursuit of investors will lead to meetings. The goal of each meeting is to get to the next meeting.

We'll incorporate some feedback into the deck, we'll ignore stuff that doesn't sound right, and we'll get back up and pitch some more.

Our goal is a term sheet and due diligence leading to funding.



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Everything has led up to today. Give it your best shot.

- You've made a commitment to yourself, your colleagues, and your early investors to run at this hard, to give it your best shot at success.
- Your success has often been supported by the guides and mentors you've connected with in the past.
- Having a guide, someone with experience and expertise in early-stage fundraising, will allow you to avoid the pitfalls and most efficiently and effectively pursue this goal at this critical moment.





Next Steps

- Let's meet so I can understand your situation.
- Pricing available after our first meeting.
- Click the “Schedule Time” link on zakur.com

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