

FUNDRAISING BOOTCAMP

The comprehensive Investor Readiness programme

**RAISE FUNDS MORE QUICKLY & EFFICIENTLY
FROM PRESTIGIOUS VCs & INVESTORS
A PROGRAMME RUN BY INDUSTRY INSIDERS**

COMPANIES DON'T FAIL, THEY **RUN OUT OF CASH.**



Funding is
CRITICAL
for survival &
growth.



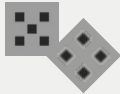
The process will
MAKE OR
break their
chances.



We have the
INSIDER
knowledge.

PITCHING INVESTORS IS **HARD**

Startups only have
ONE SHOT
to get it right.



85% of startup CEOs are
FIRST TIMERS.



Their investor deck usually
S*CKS



Raising funds is a
MARATHON
but they don't have a plan.



Startups don't have any investor prop:
**ALL PRODUCT
& TECH.**



Wrong.

International investors
**ARE MORE
DEMANDING**



than locals.

Good intentions don't count,
DELIVERY
is everything.



CEOs don't have
THE TIME.



They have
**NO CLEAR
PROCESS**
to closing, no priorities.



Expecting chance
encounters and
"COFFEE CHATS".
Wrong.



POORLY PREPARED, THEY WILL FAIL

Get the inside track on
**THE WORLD OF
VENTURE CAPITAL**

Learn from a
**SUCCESSFUL
INVESTOR**
and entrepreneur

Build your killer
PITCH DECK

Practice in front of
**TOP VENTURE
CAPITALISTS**

Be
STRESS-TESTED
on your pitching skills

Find and fix the
**WEAKNESSES
IN YOUR PITCH**
& funding strategy

Get our UK & European
VC TARGET LIST
with verified emails

Leave with
**ALL MATERIALS,
TOOLS, DATA &
PROCESS**
you need

WANT AN INVESTOR
TO GUIDE YOU THROUGH THE FUNDING PROCESS?

FUNDRAISING BOOTCAMP:

ON-SITE

in-person, in your city

5-day programme

8 hours per day

1:1s and peer review

pitch deck iteration

collab groups

- + Access to 3.500 EU/UK investor list
- + Presentation Training
- + Tools, Templates, and Extra Materials
- + Investors/VC Guest Talk
- + Lifetime Access to Programme Dashboard
- + AND MUCH MORE

ONLINE

live, not pre-recorded

3-week programme

2h sessions

1:1s and peer review

pitch deck iteration

collab groups

- + Access to 3.500 EU/UK investor list
- + Presentation Training
- + Tools, Templates, and Extra Materials
- + Investors/VC Guest Talk
- + Lifetime Access to Programme Dashboard
- + AND MUCH MORE

TWO OPTIONS, ONLINE
OR IN-PERSON

INTENSE &
FOCUSED

FUNDRAISING BOOTCAMP: **INTENSE & FOCUSED**

COMPREHENSIVE

Knowledge. 1:1 sessions. Workshops.
Peer to peer support. Q&A sessions.
Guest investors.

HARD WORK

Intensive, action-driven and hands-on.
Learn, do, practice, fix, iterate. Then
repeat.

RUN BY REAL PROS

Run by experienced execs and industry
experts. Learn from real examples,
entrepreneur stories and real life
scenarios.

SMALL COHORTS

Founders get personalised advice and
attention.

PEER TO PEER learning and
cohort based community.
Lifetime access to our entrepreneur
network: gain from others' successful
tips, mistakes and introductions.

GUEST INVESTORS

Hear it directly from top VCs and
private investors.

FOR HIGH GROWTH COMPANIES

Scale-ups raising Series A onwards.
Startups with high growth potential
raising a large Seed and up.

**DESIGNED
TO RAISE FROM
TOP VC FIRMS
& INVESTORS**

BE YOUR BEST: OPTIMISED. KNOWLEDGEABLE. PREPARED.

READY TO CLOSE

01

VC insider knowledge you can't find online

What investors don't tell you
What they expect but don't tell you
Spot when and why you're being played, used or lied to
Term sheet death traps
Most common fundraising mistakes you're likely to make & how to avoid them
Why you must prioritise investors & how to do it well
How to approach investors with or without intros
Why & how to make Analysts work for you

02

(re)master your narrative, USP and investor pack

Simplify and crystallise what makes you better/faster/bigger, why you're 'the one'
build a real, BS-free USP
Your Financial storyline & narrative
Investor prop, value prop, user prop
Investor pack & what matters

03

Get to your perfect investors, not just any.

Access our 3,500+ investor database, enriched dataset + verified emails
Build your 80-100 perfect match list
Data search: by geog, size, stage, sector etc
Learn how to assess funds and investors
Create your PoP & prioritise your investor outreach process
Build your investor tracker tool

04

Our Toolbox: pro tools and resource Library

Investor tracker
Investor POP
Financial storyline template
Deck templates
Data extraction tools
Advanced search tools

05

Deliver to perfection, meet investors

Pitch delivery techniques
Zoom delivery training
How to get introduced
How to cold-call email

FUNDRAISING BOOTCAMP: CURRICULUM

Module 1: Kick Off

Module 2: VC 101

- State of Nation
- Why most founders fail
- VC - GP - LP
- Why raise from VC (and why not)
- Alternatives to VC funding
- What investors expect from you
- What they don't tell you
- How they use you, instead of helping you
- VC lingo, BS & fund hierarchies
- Key term sheet nasty terms
- Common mistakes & misconceptions

Module 3: The Investor Kit

- Full Investor pack - don't go out without it
- Executive summary
- Pitch email + 1-page summary
- Short pitch deck
- Long pitch deck | Investor Memorandum
- Financials XLS
- Printed Q&A list

Module 4: Full size deck overview

- What sucks
- What's expected
- Common mistakes
- Good pitch deck (example)

Module 5: Live Pitching + Review

- Get feedback on your deck and presentation

Module 6: Live Pitch Analysis

- Good examples of pitching live

Module 7: Financials

- How to set your valuation
- What's your financial storyline?
- KPIs
- CLV/ LTV/ CAC
- Cap Table
- Financial Storyline Models

Module 8: USP

- You're not special (enough)
- Changing the reality field

Module 9: Team Story

- 90% of your IP, so make it good

Module 10: How to research VC data

- Data tools I use, with links
- Boolean + Google
- Advanced Searches
- Content: outline.com & other tools

Module 11: Homework

- Iteration time: work on your deck

Module 12: Progress Review

- Get personalized and detailed feedback on your deck

FUNDRAISING BOOTCAMP: CURRICULUM

Module 13: Homework

- Iteration time: work on your deck

Module 14: Bootcamp Tools

- FB European VC List
- How to find and assess your investor targets
- Pyramid of Priorities
- Process Tracker

Module 15: Assessing Investors

- Term
- Size
- Common traps
- Raising in the UK vs. US
 - Key differences
 - Why more \$ available
 - Financiers vs entrepreneurs turned VC
 - Expectations UK vs. EU investors

Module 16: Meeting investors and process

- How to get intros to each VC
- How to avoid VC fishing for info
- Pitch email + 1 pager
- How to do cold emails -and not
- How to follow-up

Module 17: Dynamics

- Timings, stages, priorities
- How to create a competitive deal "platform"

Module 18: Progress Review

- Get personalized and detailed feedback on your deck

Modules 19: Homework

- Iteration time: work on your deck

Modules 20: Homework

- Iteration time: work on your deck

Module 21: Pitch Delivery with Ginny Radmall

- Exercises and techniques for a perfect delivery

Module 22: Progress Review

- Final round of deck reviews

Module 23: Homework

- Iteration time: work on your deck

Module 24: Homework

- Iteration time: work on your deck

Module 25: Closing Session

Module 26: Guest Talk

PRICING

£4,999
FOR ONE FOUNDER

Co-founder ticket for only £500

Fully inclusive

No % commission on funding round closing

No brokerage fees

No shares or options

No follow-on rights or co-investment rights

MONEY BACK GUARANTEE

We'll refund 100% of your ticket fee if you participate in the Programme and don't see the value.

T&Cs apply

MEET YOUR HOSTS



FRANCOIS MAZODIER PROGRAMME LEAD

SMALL ANGEL INVESTOR.

RAISED OVER \$200M.

TECH VETERAN. KNOWN FOR
BS-FREE APPROACH TO LIFE.

400+ INVESTOR NETWORK
GLOBALLY.



Companies



Startup-to-ipo



Bankruptcy



MEET **YOUR HOSTS**



MARCELA DONATELLO **PROGRAMME DIRECTOR**

4 STARTUPS

COMMUNITY BUILDER

BUILT TMRW, SOUTH LONDON'S
LARGEST COWORKING SPACE, FROM
SCRATCH

CO-CREATOR OF THE BOOTCAMP

BARCLAYS EAGLE LABS MENTOR

MEET YOUR HOSTS



GINNY RADMALL

DELIVERY EXPERT – The Ivy Way

EXPERT PITCH DELIVERY COACH. STARTUP SPECIALIST.

COACHED TOP ACCELERATOR PROGRAMS IN THE UK, EUROPE, US AND ASIA.

TECHSTARS, GOOGLE FOR STARTUPS, DOGPATCH LABS, WEWORK, STARTUPBOOTCAMP (FINTECH, INSURETECH, IOT), RGA ACCELERATOR AND THE IKEA ACCELERATOR.

TEAMS OR 1-1 COACHING.



“I wasn't sure what I was getting into. I have been to many seminars and training sessions before and this was the most expensive one to date. It's always tough to justify costs when trying to raise funds, but in this case it's tough to justify not doing the programme! The Bootcamp will pay me dividends for the rest of my working life. It will deliver an incredible ROI. I can't believe how cheap the course actually is :-)”

Brandon Keenen, CMO of Antstream.



NPS score

Our customers would recommend our services to others, and they do. See our testimonials.

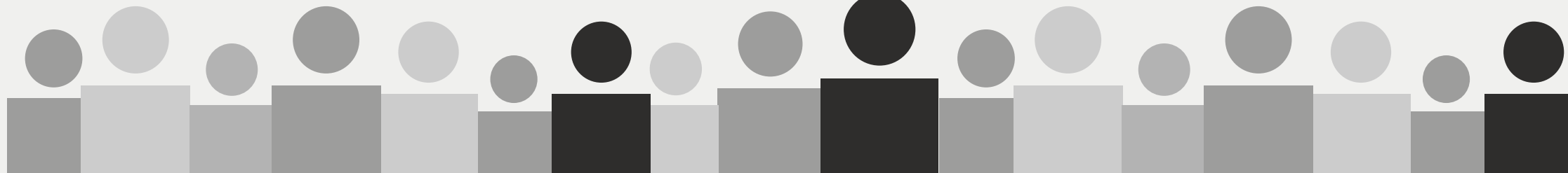
NPS scores are used as a proxy for gauging a customer's overall satisfaction with a service and their loyalty to the brand.



“THIS HAS SAVED ME ONE WHOLE YEAR OF WORK.”

Lars Sudmann, CEO of Blooka.

Reading, researching, finding targeted investors who invest in your space, stage, geography, have no competing investments, etc... takes forever. Our 3,500+ fully customized list of investors alone, with verified emails, saves you months.



WHAT CLIENTS SAY



ANDREW MARTYN
CEO - Your.Rentals

“The Fundraising Bootcamp hit the mark - providing actionable learnings about different funding sources, which investors are right for our company and how to manage the process to succeed in closing funding - from honing the pitch to how to score meetings with investors.

COVID hit the Traveltech space just weeks after I completed the Bootcamp, but the lessons learned and honing of our pitch were even more important to ensure we closed funding during 2020. We succeeded and the future is bright.

On top of that, it was great fun with A-class presenters, pushed us to the limits and we ended up with a lasting network of founders.”

Andrew raised two rounds, back to back: €5.8mi and €1.7mi and is now preparing to IPO in the Nordic Stock Exchange

WHAT CLIENTS SAY



RADU NEGULESCU
CEO - Flow [OS]

“Before doing the Fundraising Bootcamp, we “invested” months in learning from open sources & preparing our roadshow, but we failed big time.

Although we had amazing reactions about the product and our start-up in general, we lacked one crucial element to close a good deal: VC knowledge - how their minds work, what they are exactly after, the most common traps a start-up could enter, and how to assess them. For us at FlowOS, this was the most important takeaway from the program, but the entire curricula is extremely practical. The group feedback sessions on our pitch deck: also GOLD. I totally recommend Fundraising Bootcamp.

For first-time fundraisers, it is a must. A crucial time-saver.

My only regret is that I didn't know about it before my first raising roadshow.”

WHAT CLIENTS SAY

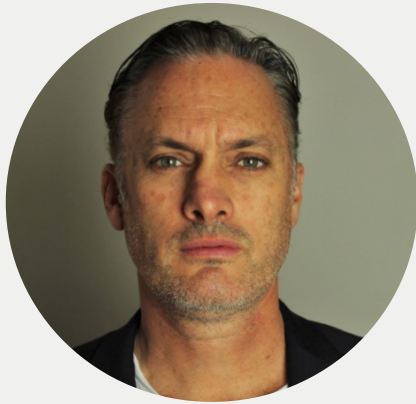


JIMMY WILLIAMS
CEO – My Urban Jungle

“Despite having already raised \$20m+ in VC funding I jumped at the opportunity to join the Fundraising Bootcamp as it’s so rare to get genuine, uninterested feedback on your business and how you’ve been telling your story from people who know what they are doing. The team was incredible and I got loads of value out of the programme. Would 100% recommend it to any founder, Seed to Series B – as well as investors setting their companies up for future fundraising success.”

Jimmy is preparing to close his Series B round soon

WHAT CLIENTS SAY



BRANDON KEENEN
CMO – Antstream

“I wasn’t sure what I was getting into. I have been to many seminars and training sessions before and this was the most expensive one to date. It’s always tough to justify costs when trying to raise funds, but in this case it’s tough to justify not doing this course! I have been involved in fundraising before so I thought I knew things. The Bootcamp has levelled me up in a way that I don’t think would have ever happened. It was a truly invaluable experience. The feedback, the honesty, the relentless pursuit of perfection are things I will keep in my tool kit forever. This course will pay me dividends for the rest of my working life. This course will deliver an incredible ROI. I can’t believe how cheap the course actually is :-)”

WHAT CLIENTS SAY



THURIA WENBAR
CEO - E-surgery

"This was genuinely the best and most comprehensive fundraising program I have been on. So many people online run these programs but actually don't have a clue what they're talking about. This is hard facts, no bullshit, incredibly engaging, and shines a spotlight on all those areas in the knowledge matrix where you don't know what you didn't know."

Thuria is starting her fundraising process now. She is raising Series A.

WHAT CLIENTS SAY



TAMARA MARKOTIC
COO – apaleo

“The Fundraising Bootcamp has been really amazing. It helped us simplify and crystallise our value proposition. It was super intense, but it's an absolute must for anyone looking to raise a VC round.”

Raised €4.5 million from three prestigious investors after our Bootcamp in London

GREAT SUPPORT ORGANISATIONS



The UK's #1 and most active startup & scaleup support organisation

> [more info](#)



Sweden's largest and most active startup investment fund and government support organisation. Over 350 companies in its portfolio.

> [more info](#)



Public fund to support early and later stage startups and SMEs in the CEE region.

> [more info](#)



Born out of the Danish Foreign Ministry, Canute is Denmark's no1 agency for scaling tech businesses globally (London, Berlin, New York City, Stockholm) and assisting with fundraising, recruitment, legal, marketing & access to professional networks.

> [more info](#)



Leading Croatian & CEE incubator for all software and platform companies related to data analytics, artificial intelligence, and machine learning

> [more info](#)

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next programme