



How to inspire investors

Increase your odds of getting funded at a fair valuation

Enhance your appeal towards investors and clients
www.startupmetrics.ch

Introduction



Pascal Stämpfli, Co-Founder

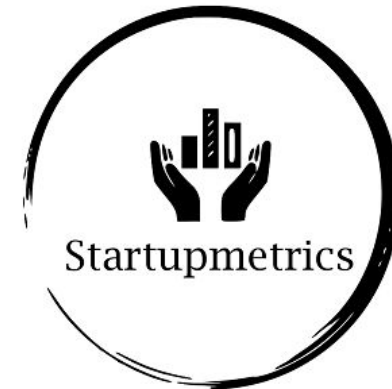
Educational background

- M.A. in Economics (University of St. Gallen)
- Chartered Financial Analyst (CFA Institute)

Practical experience

- Lead Analyst at BV4, Swiss Startup Group
- Independent Consultant for SMEs
- Analyst in M&A and Strategy at BKW
- Sales agent at insurance broker

www.linkedin.com/in/pascal-stämpfli



Enhance your appeal towards
investors and clients

Agenda

1

Fundraising process and timeline

2

What investors assess

3

How to improve your appeal towards investors

Main phases and tasks of fundraising on a timeline

Phase



1) Preparation

- Draft and define investor profile
- Create a long-list of potential investors
- Update and enhance investor documentation
- Prepare tools to manage information flow

2) Fundraising

- Contact investors
- Manage information flow
- Pitch
- Provide company updates
- Defend business plan & valuation
- Create competition among investors
- Agree on terms with a lead investor

3) Closing

- Finalize legal documents
- Sign legally binding documents
- Ensure exchange of funds and shares

Tasks

t ≈ 6 months

Required documents and helpful tools

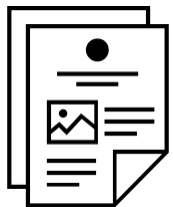
Required documents



Pitch deck (optional: business plan)



5-year financial forecast



Supporting documents (e.g. performance reporting, annual statements, validation/study data, market studies etc.)

Helpful tools



Professional mailing program



Communication reporting tool

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The five elements that are most relevant to investors

1) **Market**

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Opportunity



2) **Solution**

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Value proposition



3) **Business model**

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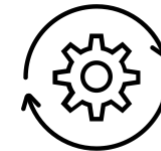
Cash machine



4) **Team**

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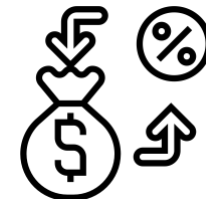
Execution factor



5) **Exit-potential**

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Investment return



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Understand your market and customer

Market

1. Size (TAM, SAM, SOM)
2. Expected growth (research reports)
3. Trends (PESTLE)
4. Competition (Porter 5-forces)
5. USP and positioning (Perceptual map)

Customer

1. Time and place of need recognition
2. Relevant profiles for buying decision
3. Customer interviews

Develop an attractive solution for your customer and investor

Criteria	Desired characteristic
1. Customer benefit	Solves a big problem or need
2. IP & Protectability	Your solution is hard to copy
3. Scalability	Your product can be easily produced in large quantities
4. Capital intensity	Development and production costs are low and exhibit large economies of scale

Create a cash generating machine

Criteria

1. Business model
2. Go-to-market strategy
3. Partnerships
4. Business Roadmap

Desired characteristics

Traction and validated unit-economics

Based on positioning, market and customer understanding

Formed alliances creating synergies (e.g. distribution)

Clear path and ambitious

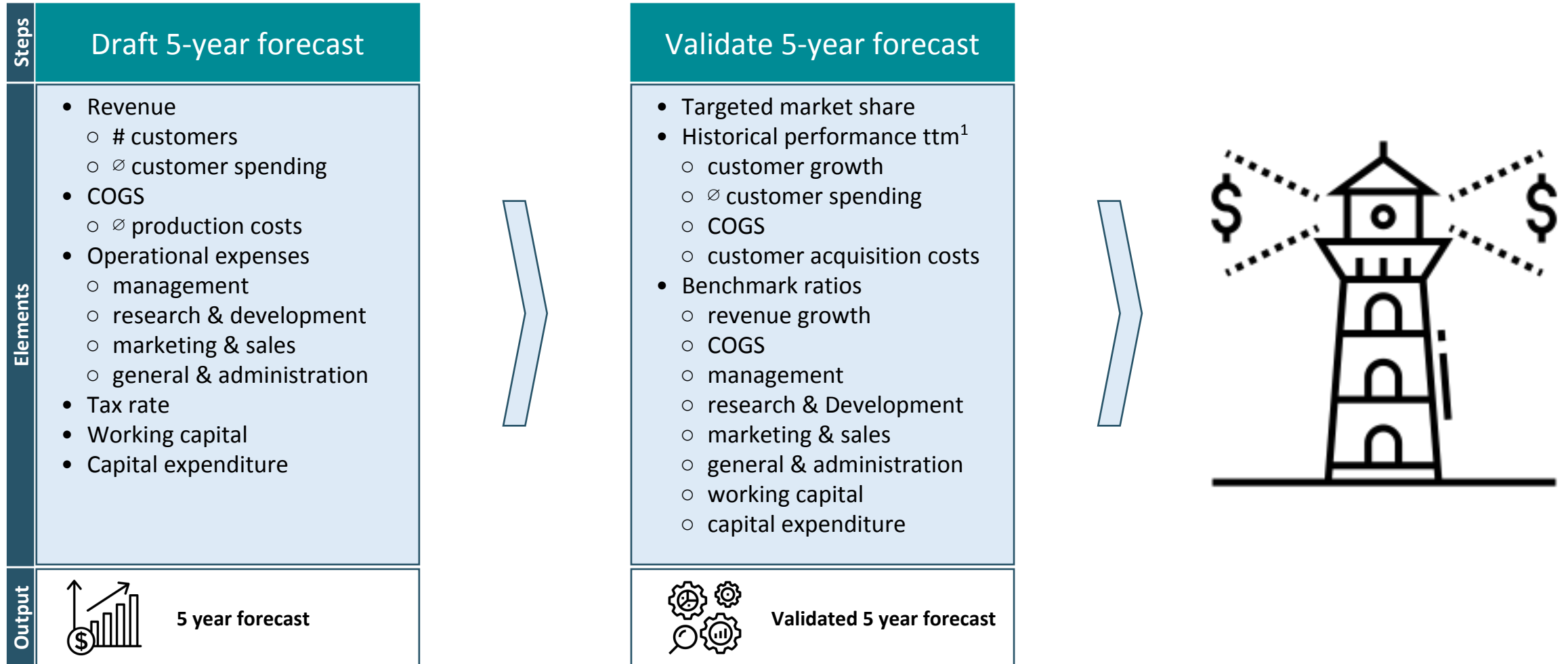
Have a winner team together

Criteria	Desired characteristics
1. Management team	Clear role, relevant experience and skill set to execute the business idea
2. Advisors	Supported by advisors with industry knowledge and network
3. Commitment	Personal story, 100% involvement and financially invested

Exit-potential meets investors' expectations

	Stage	Annual return	5-year return
1.	Seed	70-90%	20x
2.	Start-up	50-70%	10x
3.	Early growth	40-60%	8x
4.	Growth	35-50%	6x
5.	Later	30-40%	5x

Create a validated 5-year financial forecast in two steps



¹ trailing twelve month

Thank you!

Startupmetrics

Pascal Stämpfli, CFA

Co-Founder & CFO

Phone: +41 78 789 00 25

Mail: pascal@startupmetrics.ch