



# TOP 10

VC Firms for  
Early-Stage Startups  
in *Europe & the US*

# Introduction

A curated and comprehensive guide for early-stage founders—especially those building digital products in SaaS, fintech, or web platforms. This document serves as both a map and a mirror: a map showing you where the capital is, and a mirror reflecting the essentials you need to secure it.

Whether you're bootstrapping an MVP or looking to close your first million-dollar round, this guide was crafted to help you succeed—with special attention on design, branding, and your business model.

## How to use this guide

Each section below is structured to give you:

- ✓ About the VC: Who they are and what they look for
- ✓ Capital & Stage: How much they invest and at what stage
- ✓ How to Apply: Best routes and strategic tips
- ✓ Interview Process: What to expect once you're in the door
- ✓ Design Insight: Why your deck's design matters



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# European VC Firms



SEEDCAMP




[seedcamp.com](https://seedcamp.com) ↗

# Seedcamp

Seedcamp is one of the most prominent early-stage VCs in Europe with a broad network and active portfolio support.

Stage	<div>Pre-seed</div> <div>Seed</div>
Capital	€100,000 – €500,000

## How to apply?

-  Warm intros via portfolio founders or mentors preferred
-  Open application form available on their website
-  Submit a concise, visual pitch deck + product vision

## Interview process

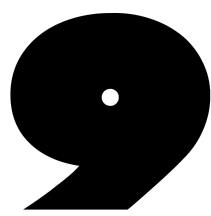
- Introductory call → Partner discussions → Selection days

*\*Focus on product vision, go-to-market, and early traction*



### Design insights

Make your pitch deck an extension of your product quality. Investors skim first—then decide if they want to dive deeper. Thoughtful layouts, polished visuals, and branded consistency all build trust before you even speak.





[pointnine.com](https://pointnine.com) ↗

# Point Nine Capital



A Berlin-based firm known for being founder-centric and thesis-driven, especially around B2B SaaS and marketplaces.

Stage	Seed
Capital	€500,000 – €1.5M

## How to apply?

-  Warm intros highly recommended
-  Engage with their partners through thoughtful LinkedIn or Twitter interactions

## What to Prepare?

-  Clear product demo or prototype
-  Visual slide deck showing traction and unique market insight

## Interview process

- Calls with associates → Partners → Business model deep dive



### Design insights

Minimalist, structured decks work best here. Include UX flow visuals and key product screens to help them quickly understand your thinking and execution.





[kimaventures.com](https://kimaventures.com) ↗

# Kima Ventures



High-volume European seed investor with a fast decision cycle and founder-friendly terms.

Stage	<div>Pre-Seed</div> <div>Seed</div>
Capital	€150,000 – €250,000

## How to apply?

-  Open to cold applications (AngelList or their site)
-  Clear deck and demo go a long way—speed matters

## Tips Before Applying

-  Emphasize your team’s design and execution ability
-  Provide a link to your Figma or demo environment

## Interview process

- One or two short calls
- Decision made quickly, sometimes within 72 hours



### Design insights

Kima loves clarity. Let your product screens speak. Combine aesthetics with usability to show they’re backing not just a product, but a potential brand.



# LA FAMIGLIA



[lafamiglia.vc](https://lafamiglia.vc) ↗

## La Famiglia VC




Invests in B2B transformation and next-gen enterprise models. Deep ties in legacy industries and strong narrative focus.

Stage	Seed
Capital	€500,000 – €1M

### How to apply?

-  Warm intros from within the DACH startup ecosystem preferred
-  Show proof of demand or early partnerships

### Preparation Checklist

-  Strong team bios
-  Vision for long-term industry transformation
-  Visual brand assets that communicate professionalism

### Interview process

- Initial call → Vision & product review → Partner discussion



#### Design insights

Your pitch should tell a story. Thoughtfully crafted brand visuals help La Famiglia VCs “feel” your message —not just read it.







[antler.co](https://antler.co) ↗

# Antler



A global pre-seed fund that invests in individuals or very early teams through their founder programs.

Stage	<div>Pre-Idea</div> <div>Seed</div>
Capital	€100,000 – €150,000

## How to apply?

-  Direct application to their local programs
-  Interview-based selection before joining cohort

## Preparation Checklist

-  Focus on founder story, drive, and domain expertise
-  Share portfolio or prior design/dev work if available

## Interview process

- Program selection → Team building → Pitch day to internal investment committee



### Design insights

Even before you have a product, good design communicates clarity and seriousness. Antler values builders—show it visually.



# US-Based VC Firms



[ycombinator.com](https://ycombinator.com) ↗



# Y Combinator

The most prominent accelerator in the world. Twice-yearly cohorts. Known for huge network and speed.




Stage	<div>Pre-seed</div> <div>Seed</div>
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Capital	\$500k total (\$125k for 7% + \$375k on SAFE)
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## How to apply?

-  Online form (video intro + written answers)
-  Strong narrative and product vision help you stand out

## What to include?

-  Team background
-  Traction snapshot or early demo
-  Market size + insight

## Interview process

- 10-minute video call with YC partners

*Decision usually within 24–48 hours*



### Design insights

Your deck, prototype, and even your website should reflect thoughtfulness. YC favors speed and clarity—great design helps prove both.



initialized ( )



[initialized.com](https://initialized.com) ↗

# Initialized Capital



Seed-focused fund founded by ex-YC partners. Known for strong technical backing and product-centric founders.

Stage	Seed
Capital	\$500k – \$2M

## How to apply?

-  Warm intros preferred
-  Cold applications via site accepted if standout

## Tips Before Applying

-  Have a product demo or polished landing page
-  Deck should articulate founder insight, tech, and design thinking

## Interview process

- Screening call → Technical deep dive → Final decision call



### Design insights

Initialized believes in products people love. Make your visuals delightful, and your story precise.



[firstround.com](https://firstround.com) ↗

# First Round Capital




A founder-first Seed fund that heavily emphasizes storytelling and strong team dynamics.

Stage	Seed
Capital	\$750k – \$2.5M

## How to apply?

-  Through trusted intros only

## What to Emphasize?

-  Visionary team
-  Product design and user research
-  A clearly defined narrative in your deck

## Interview process

- Partner calls → Narrative alignment → References



### Design insights

Your deck should feel as polished as your product. Include UX insights, visuals, and explain your design choices—why this look, why this flow.



[lsvp.com](https://lsvp.com) ↗

# Lightspeed Venture Partners




A top-tier global VC fund known for infrastructure, SaaS, and scaling startups from Seed to Series B and beyond.

Stage	<div>Seed</div> <div>Seria A</div>
Capital	\$1M+

## How to apply?

-  Warm intros from trusted founders or partners

## Preparation Checklist

-  Metrics snapshot
-  MVP walkthrough (video or Figma link)
-  Growth roadmap (visually illustrated if possible)

## Interview process

- Multiple partners involved
- Product demo + strategy deep dive



### Design insights

Lightspeed funds companies that scale. Clean systems, strong visual identity, and an interface-first approach all create a winning perception.



[unshackledvc.com](https://unshackledvc.com) ↗

# Unshackled Ventures

Unique fund focused on immigrant founders in the US. Offers visa support alongside capital.

Stage	Pre-Seed
Capital	\$100k – \$250k

## How to apply?

-  Online form emphasizing story and drive over traction

## What to Highlight?

-  Grit, adaptability, and early design proof (even sketches or prototypes)

## Interview process

- Conversational and mission-driven




### Design insights

They bet on founders, not products. But showing potential through design elevates your credibility.

# Final Thoughts for Founders

Whether you're applying to a major accelerator or a boutique VC, design is no longer optional—it's your advantage. It tells the investor that you're meticulous, user-focused, and ready for scale.

## Before you apply, ask yourself:

-  Is my deck readable and visually engaging?
-  Does my brand reflect my product's promise?
-  Can I communicate my model clearly through visuals?



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