



Fundraising Consideration when Choosing Your Fundraising Approach

Common pitfalls	Recommendations
Failing To Understand Their Financial Outlook	Invest time honing their financial acumen or engaging experts to develop robust, realistic financial projections
Asking for an unrealistic amount	Understand how much is needed for your business to grow over your time horizon, but build in a buffer (20%+) for unforeseen costs
Pitching To The Wrong Type Of Investors	Educate yourself on different types of investors by stage
Relying Too Much On Friends & Family	When trying to raise capital for your venture, it's best to pitch your idea to parties who speak your language
Underestimating The Power Of A Great Story	Craft a compelling narrative. Make them see the future you're building. Understand your audience, address their interests directly
Relinquishing Too Much Control Early On	Have a deep understanding of their company's value & have an exit strategy when pondering how much equity they are willing to give away
Stretching out the process for too long	<p>It can help to think of it in distinct phases:</p> <ul style="list-style-type: none">• Test the waters• Find a leading investor• Filling out the round