



WEN BOOTCAMP

Investability & Pitching



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CONCEPTS



- What are the different sources of funding you can secure as an entrepreneur
- When do you need to secure funding
- Bootstrapping advantages and the need for it
- What is a pitch deck and how to create one for investors



By the end of the Lesson, you will be able to:

- Create Idea Pitch deck

Steps:

1. Create your Funding Plan
2. Build your Pitch deck and compose your pitch

Introduction to Funding and types of funding

Funding is a tool that many startups will need at some point in their journey. Mostly, startups need money to grow further and validate that their business has a great potential to scale.

In the case of some small and medium businesses, you might need more money early on during the process of developing your company. For example, if you are opening a restaurant you will need money in advance.

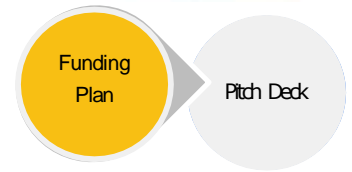
Other types of startups, as platforms, do not need a lot of money to launch as their initial launch depends on internet infrastructure. If, later on, they need more money, they can start with smaller sums of money.

Some technology based startups, with more complex infrastructures, will need more money as they can't test without a properly functioning product. This type of business will require larger investments at an earlier stage.

From what we mentioned, you can see that there are different needs for funding and it varies from one business to another. One of your main roles as an entrepreneur is to define whether you need funding or not to start with and how much funding is necessary to kick off your business.

As an entrepreneur, you should not raise funds unless you need it. Your goal should be always to keep your equity higher for the long term, but you shouldn't get too attached to your equity - to the extent that you lose the whole company.

If you decided that you need funding for your company to succeed there are different ways to secure this funding.



When do you need to secure funding

As we mentioned earlier in the introduction, you should not try to raise funds unless you are sure you need it, especially initially. How do you know you are ready to get funding?

Here are some pieces of content to help you with that:



Reasons why you shouldn't raise fund at an early stage: [Link to File](#)



3 signs your startup isn't ready for funding: [Link to File](#)



Bootstrapping

Bootstrapping is a strategy that early-stage startups should prioritize. As an entrepreneur, remember that your success is not really measured by how much money you raise from investors but by the value you add and how many customers you serve.

This should be always the thing that you care about the most



Why you should bootstrap your business: [Link to Video](#)

Identify Sources and uses of funds
Explore the right funding options
Create your funding plan

What is a pitch deck and how to create one for investors

One of the forms of raising money for your company will be through investors. If you want to raise money through investors you will definitely need to learn how to pitch your business and how to create a pitch deck.

First of all, you need to learn what is a pitch and then what kind of pitch deck you need to create to achieve your business goals and raise funds.

To put simply, a pitch is basically you presenting your business in a very short duration of time. There are different types of pitches; here is an introduction to what is a pitch:



Here is pitch deck that Airbnb used to raise their first round of funding:
[Link to Video](#)



Here is another video from Kevin Hale about how to pitch your startup:
[Link to Video](#)



Call to action

By the end of this lesson, you need to make sure to get the following done:



- **Build your Idea pitch deck. We suggest you refer to the link of the AIRBNB deck and the First pitch lesson . Handout.**
- **Utilize the Pitch template to build your presentation.**



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