

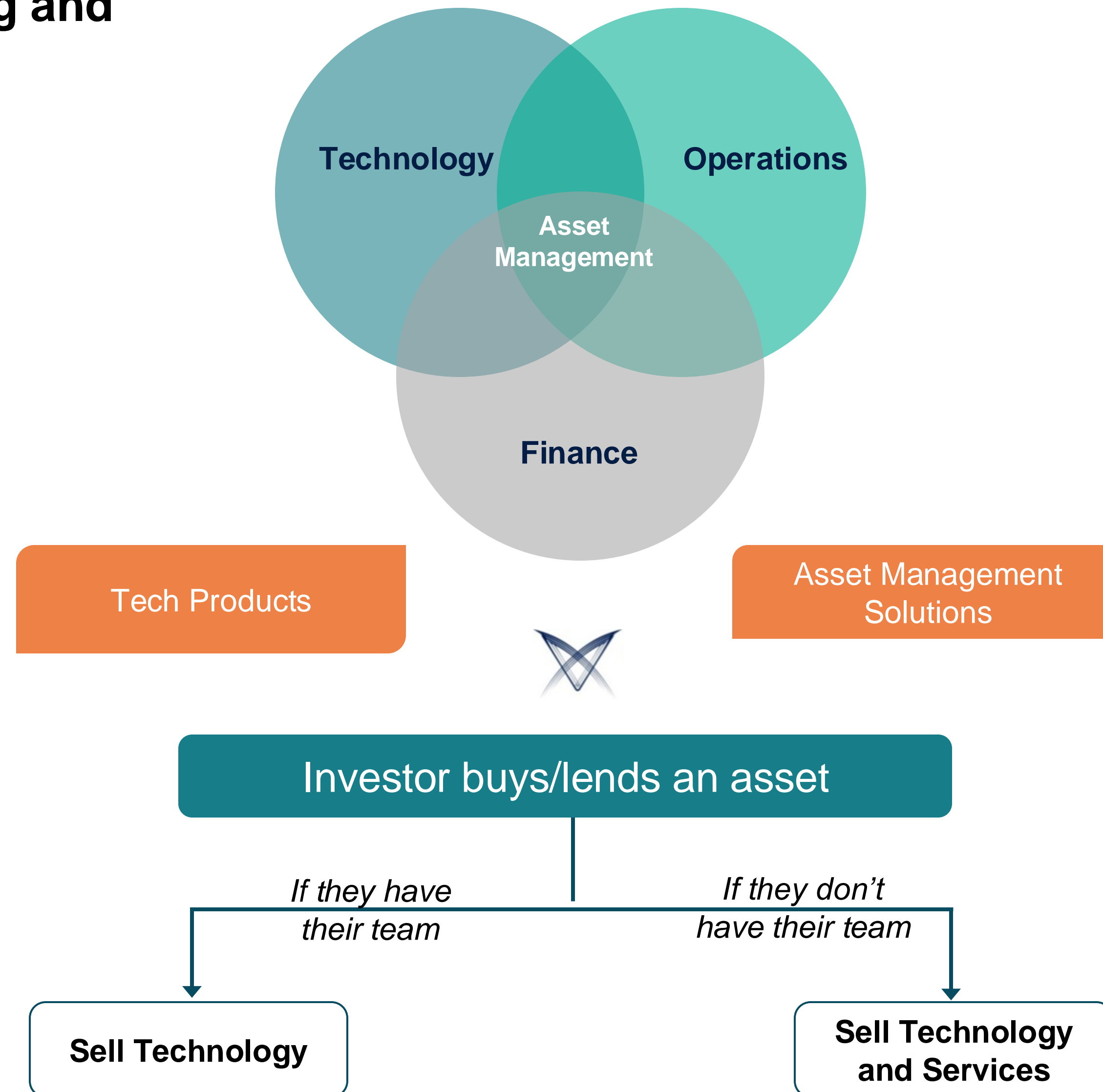
# TruBoard Partners

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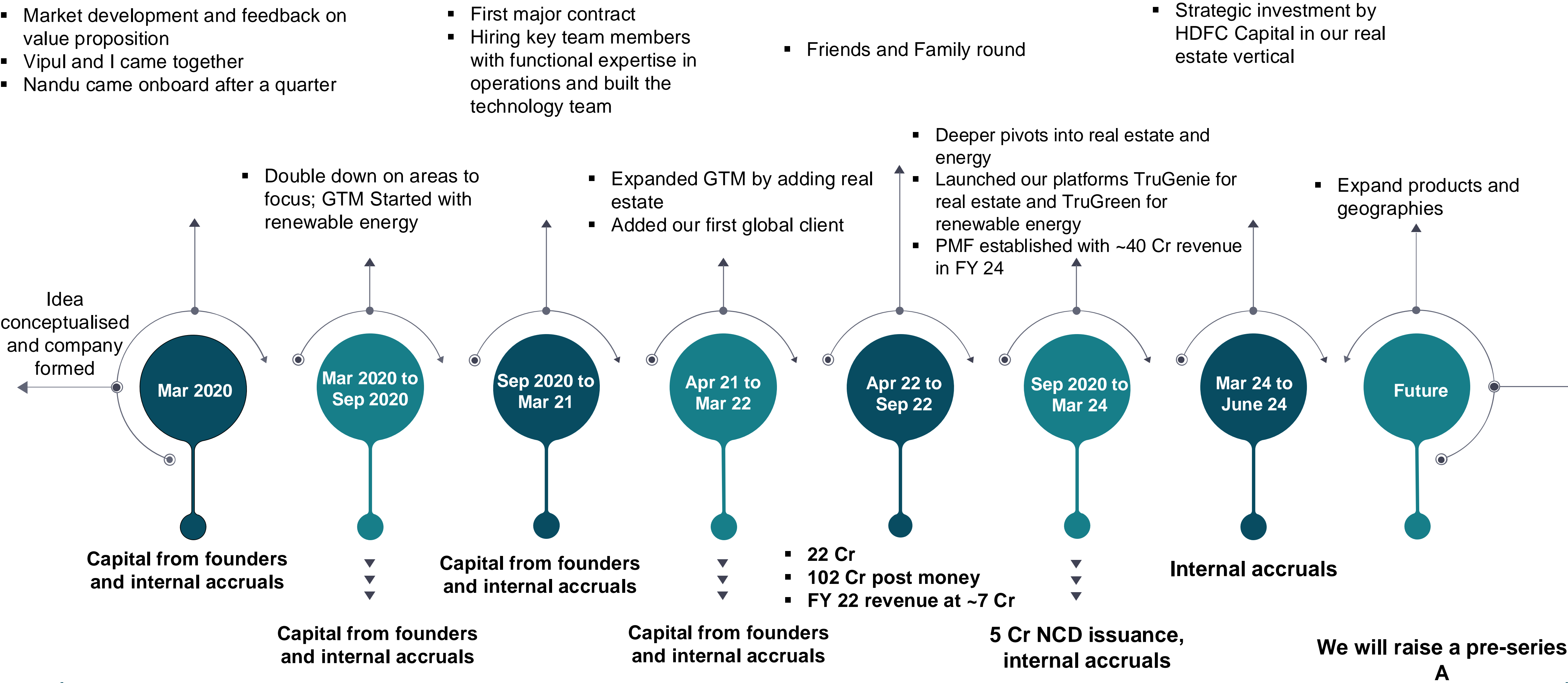
# TruBoard Problem Statement

## Post Investment Monitoring and Performance Management



# TruBoard Problem Statement

## Actions



## Funding

# Questions Till Here?

1

Am I Ready

I was born ready.

Yes

*It's ok, start*

No

*It's ok, start*

2

A start-up is a company

I think so..

Yes

*Build it like one*

No

*Out of syllabus*

3

Do you need a CTO/head of tech

Are you a tech company?

Yes

*Please hire*

No

*Everyone is in tech now,  
Please hire*

4

Do I need a co-founder

I am superman.

Yes

*Go ahead*

No

*Get someone on board*



# Why Raise Capital?

Problem statement	English explanation
We need to build tech and sell	A good front end + back end + DB + product + security etc. can set you back handsomely; Initial motivations apart - got to keep the flock together
Clients have told us that they will be happy to use our product	Vendor onboarding can take forever India will win a football World Cup match before the endless loop of POC + you are new (sell cheap) + upgrades + paperwork with a reputed client gets done
I have a large professional network	A lot of them love your chair and not you The few who love you cannot justify overlooking larger firms and giving the job to you
Customer acquisition cost	Getting killed by a thousand cuts
I will get cashflow from x and build y	Trap!!!
Leverage (debt?)	Collateral?
Global expansion	Crocodile infested waters
Idea Validation	Your “cannot fail” idea may not excite investors

- Very few large businesses have been built without external capital over the last decade
- It is likely that you will raise

# Questions Till Here?

Problem statement	In plain English
Stage of investment	Kitna paisa chahiye? Pre-seed → seed → upto Series A → aur kitna chahiye bhai → exit
TAM/SAM/SOM	What's your dream? How large will the company become in 10/5/3 years; No one knows; It is easier to model in a large market
PMF	Paisa kaise banta hai?
Dilution/Valuation	You are selling stake into an opaque market Typically, 20% in each round
Bankers?	Depends on your background and fund raise size; For < 20 Cr raise they will just do introductions; Good bankers give credibility
Projections	Best estimate of your growth given current fund raise [18 months of capital requirement]
Primary/Secondary	Money into the company/money to shareholders
Is there a set template?	No; Services and “conventional” businesses are harder to raise money for

- You have to be chosen amongst a few hundred companies that are competing
- It is NOT going to be easy

# What's The Catch?

Problem statement	Factors
Rejection, Rejection, Rejection	<ul style="list-style-type: none"> <li>➤ Investors are not ready for your idea</li> <li>➤ Investors have not understood your idea</li> <li>➤ Scalability of the problem statement</li> <li>➤ PMF not fully established</li> <li>➤ Not enough traction on tech</li> <li>➤ Founder market fit</li> <li>➤ Idea is not disruptive enough</li> <li>➤ Too much money</li> <li>➤ Too little money</li> </ul>
Management bandwidth	Each negative investor interaction can take up management bandwidth by a week (intro/subsequent call/demos/client calls etc)
Reaching the right kind of investors	Investors have become more specialised and some of the funds are really large. Speak to as many people as you can; Everyone is helpful
Rights	Are you running the company or do the investors want to run the company?

- Very few large businesses have been built without external capital over the last decade
- It is likely that you will raise



The background features a smooth gradient from a light tan on the left to a dark brown on the right. Large, semi-transparent circular arcs are visible on the left side. In the top right corner, a thick white arc is partially visible. In the bottom right corner, there is a solid orange circle. Centered in the middle of the image is the text "HAPPY LEARNING!" in white, with three small orange dots positioned directly below it.

**HAPPY LEARNING!**

