

# **RULES OF EXIT CLUB**



**FIRST RULE YOU DO NOT  
TALK ABOUT EXIT CLUB.**



# The "Exit Talk" Trap

- Mentioning potential acquirers in early meetings
- Highlighting exit opportunities during bridge rounds
- Using acquisition interest to create urgency
- Dropping big tech names as "interested buyers"

= Instant credibility killer.

# Why Founders Fall into This Trap

- They believe it proves company value.
- They think it creates urgency.
- They hope it speeds up decision-making.
- They want to show "smart" exit planning.

= All of these strategies can backfire.



# What Happens Instead

- Investors perceive desperation.
- Due diligence processes stall.
- Other VCs may back away.
- Term sheets disappear.

= Your funding round could die overnight.



# The Success Framework

- ✓ Focus on your growth story
- ✓ Show your plans for market domination
- ✓ Demonstrate your scaling potential
- ✓ Build real value

= Natural acquisition interest will follow.



# Red Flags to Avoid

- Never Say: "We're a likely acquisition target..."
- "Exit options are already lined up..."

Focus on building a great business.



# Remember

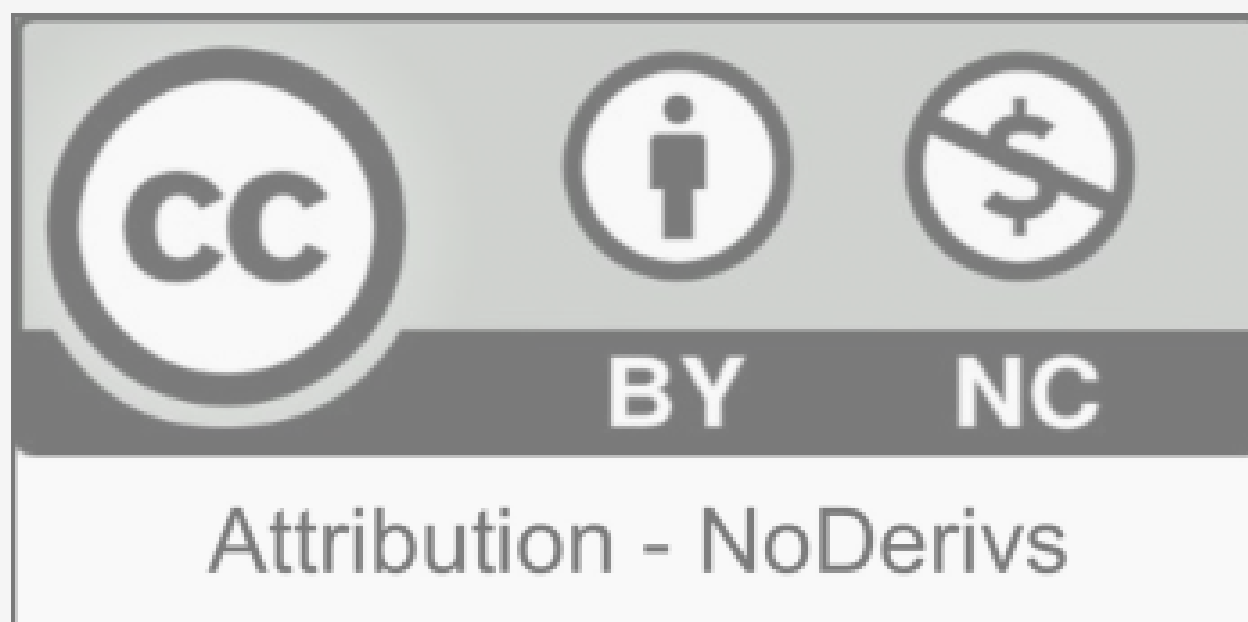
"The moment you start selling your exit, you've already exited investor interest."



# PLAIN LANG UAGE



2024 / DECEMBER



B U R A K   B U Y U K D E M I R

