

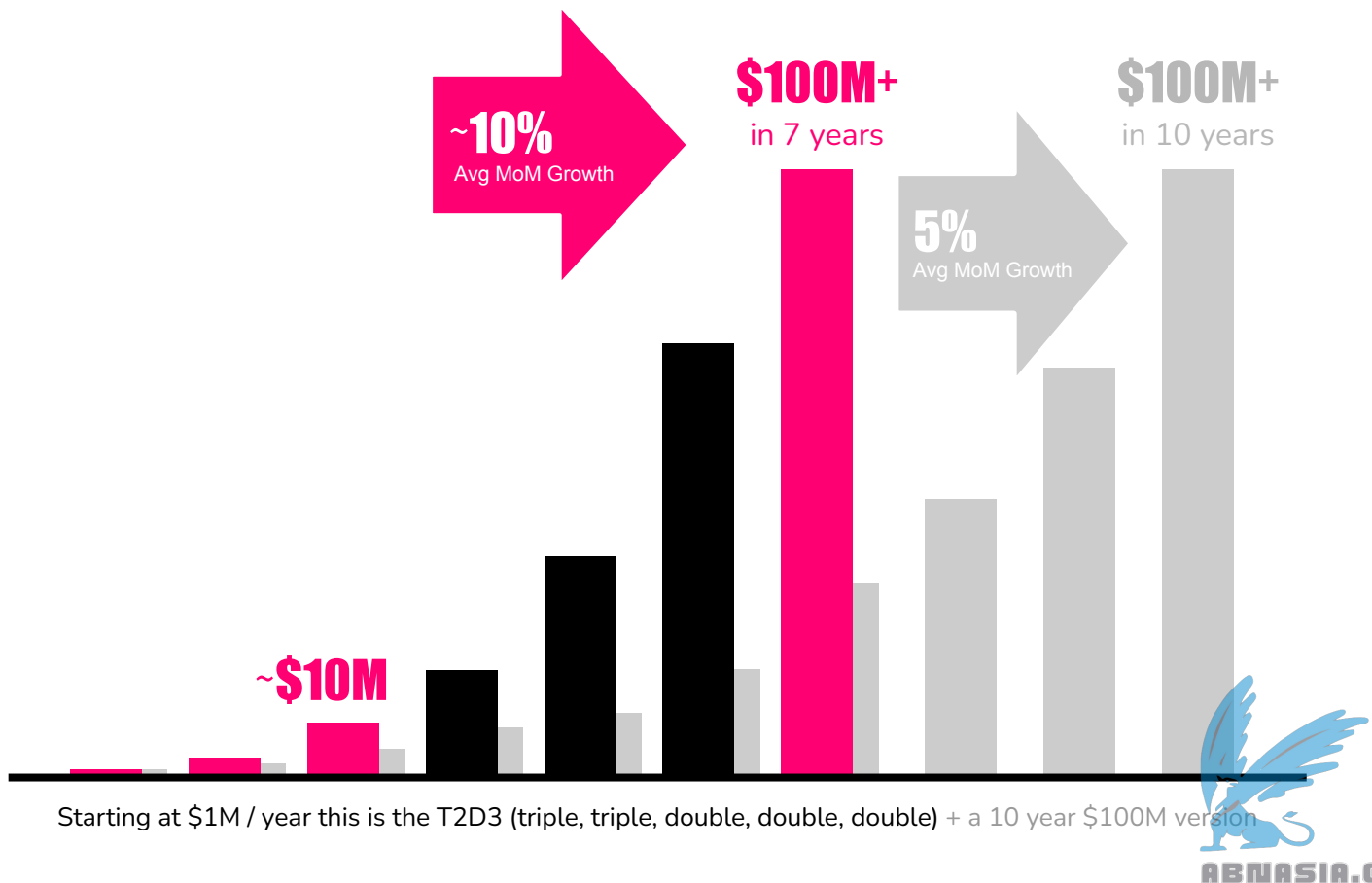
# Series A

# Use of Funds



# The Perfect Series A

Sets in motion a plan to get to \$10M in 24 to 36 months with a clear path to revenues of \$100M in 7 to 10 years



# So how do you get there?

Keep asking this one question until  
your use of funds strategy is believable



## Still have lots left to build

We have ~~[nothing]~~ left to build and now we're ready to make \$1M in ~~[anywhere]~~ in this vision



**Big Vision**



Not yet believable? **That's okay...**



Just break your vision down into things  
**that work** and things **that don't work yet**



\*size = relative TAM

Now ask the question again  
But this time add your bets



# Big Bet

**Big Vision**

**Works**

\*size = relative TAM

We have [nothing] left to build here and now  
we're ready to make \$1M+ [anywhere] in here  
so we'll spend [big] here until we find something better





# Other Bets

## Big Vision

**Works**

**Not Yet**

\*size = relative TAM

We have [a lot] left to build here before  
we're ready to make \$1M+ [anywhere] in here  
**but we'll spend [other] here to see if we can make it work**

**but...**

# Big Vision

**Works**

**Not Yet**

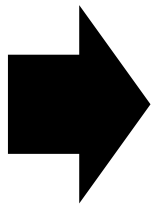
\*size = relative TAM

## This is more than products/markets

- ✓ Segments that don't work yet
- ✓ Use Cases that don't work yet
- ✓ Features that don't work yet
- ✓ GTM Motions that don't work yet
- ✓ Business Models that don't work yet



**Big Vision**



**Other Bet**

\*size = relative TAM

Because that's all part of the  
**spend [other] to see if we can make it work**  
bet you're making

You already have something that works so you want  
to watch how much you're spending on other bets

**Big Vision**

**Big Bet**



**And this is the focus**

\*size = relative TAM

We have [nothing] left to build here and now  
we're ready to make \$1M+ [anywhere] in here



**ABNASIA.ORG**

**But you can still do better**  
**Ask the question again**



# Bet #1

We have [nothing] left to build and we think  
we can make \$1M+ the fastest [anywhere] in here  
so we'll spend [Bet 1] until we find something better

**Big Vision**

**Big Bet**

**Other Bet**



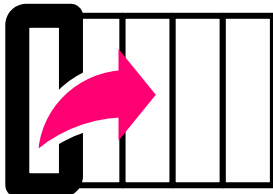
\*size = relative TAM

# Bet #2

## Big Vision

**Big Bet**

**Other Bet**

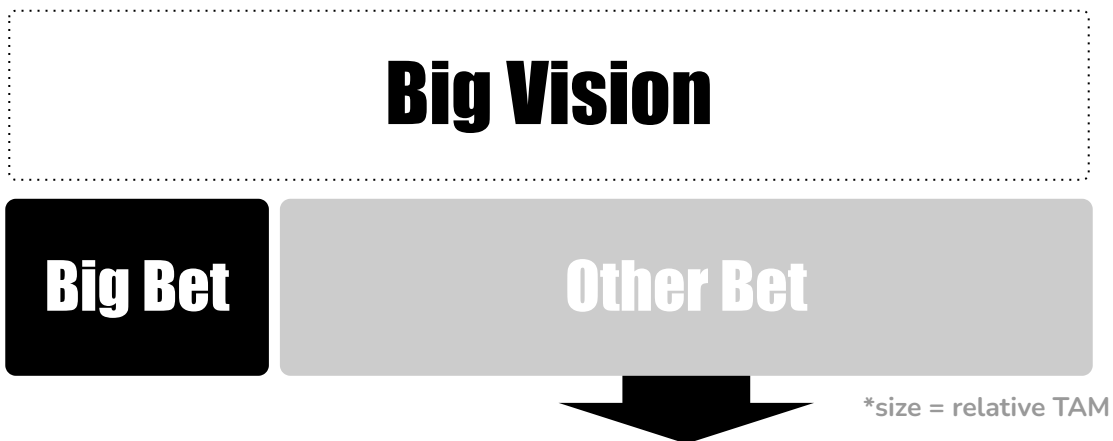


\*size = relative TAM

We have [nothing or very little] left to build and now we can copy our \$1M blueprint that works in [any] of these so we'll spend [Bet 2] to scale without experimenting



# Bet #3



**So bet #3 really becomes...**

We'll spend [other] **to see if we can find something better**

- ✓ Better Segments
- ✓ Better Use Cases
- ✓ Better Features
- ✓ Better GTM Motions
- ✓ Better Business Models



And that's your **use of funds strategy**

