

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.

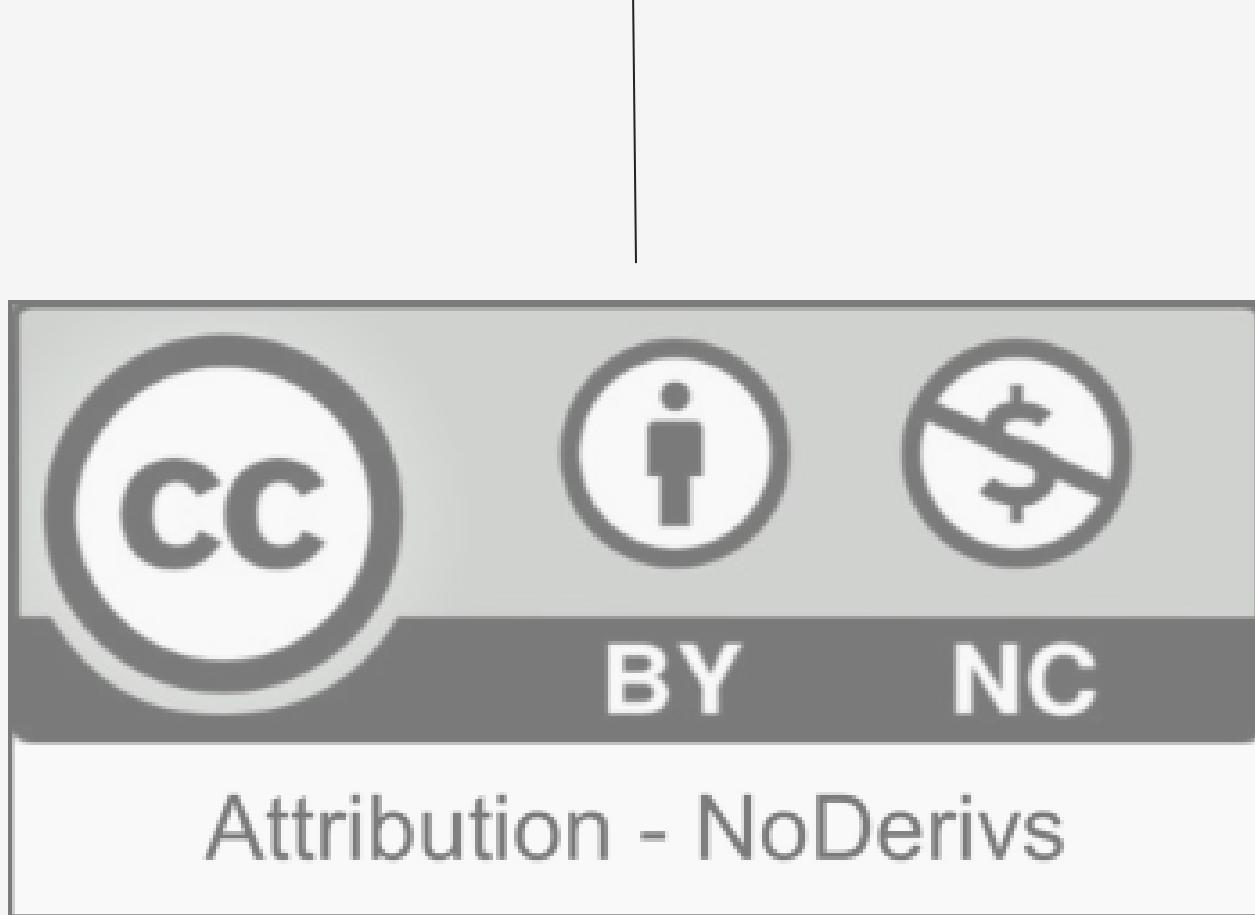
Remember

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

PLAIN LANGUAGE

○

2024 / DECEMBER



B U R A K B U Y U K D E M I R

