

MONEY RAISING AND EQUITY STRATEGY

by Guillaume-Olivier
Dore

WHAT A CHALLENGE

Private Equity and VC industry is facing huge challenges as entrepreneurs are redesigning the basic building block of capitalism.

Let's share some thoughts to find the right route to a successful fundraising and build a real **Equity Strategy.**



WHO IS TALKING

GUILLAUME-OLIVIER DORE

- 45 (too old)
- Serial Entrepreneur and investor, long lasting in the shadow of the 200+ entrepreneurs I invested in over the 20 last years
- Cofounder of the first and biggest Business Angels network (400 entrepreneurs-investors) Aggregator
- Cofounder of Viadeo (PSN, listed)
- Cofounder of Theraclion (Medical Device, listed)
- Founder of OTC aggregator, one of the leading VC firm in France, with €500m under management and 150 portfolio compagnies (exit 2015)
- CEO and founder @ www.FinTech-Mag.com
- Investor & Mentor

THE **5**
UNUSEFULL
TRICKS YOU
WON'T FIND IN
THIS
PRESENTATION



1 FUNDRAISING IS A FULL TIME JOB

Wow...you're an entrepreneur, everything is full time job!

2 YOUR DECK IS YOUR BIBLE

Deck is not vision! Vision is in your guts

3 FIRST MOVERS TAKE IT ALL

2000's sentence, delivering is the key

4 FOR THE VC's, FOCUS ON TECHNO

What about customers?

3 IB WILL DO THE FUNDRAISING

No way, where the money is coming from?





**TRAINING, MOOC'S, INVESTMENT BANKERS, YOU'RE
MOTHER ADVICE WON'T CHANGE SIMPLE FACT:**



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MOTHER ADVICE WON'T CHANGE SIMPLE FACT:

YOU NEED : MONEY and a F****G EQUITY STRATEGY
THAT FIT YOUR EQUITY STORY

- - - > Read @2lr or @FredLasnier < - - -

BACK TO BASICS

- VC's in France : less than 200 people
- Entrepreneurs: more than 10.000
- Active BA's : less than 1000
- Avg age in the VC industry: 50 years old



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→ It is the **JUNGLE** and you have to **CONVINCE** people the
AGE OF YOUR PARENTS

WHO ARE YOU TALKING TO?

VC's are :

- Analysis brain-based
- KPI Centrics
- Process & execution driven

Even they can exit their comfort zone, their analysis will be still based on those standards...

VC's comes from :

- Audit firms
- Consultancy businesses

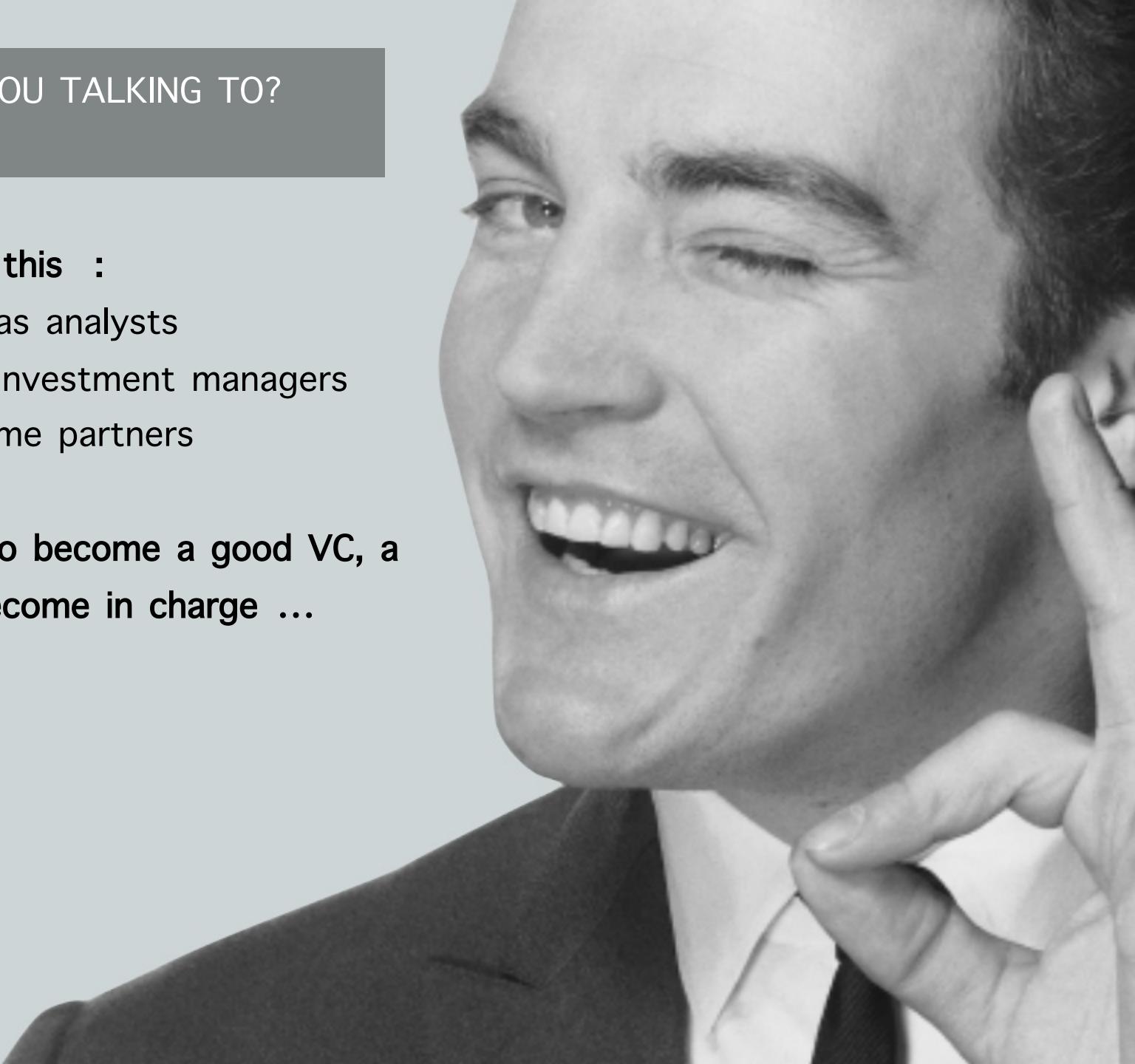
... very rarely from entrepreneurship!

WHO ARE YOU TALKING TO?

VCs grow like this :

- 3/4 years as analysts
- 3/4 years investment managers
- ... Then become partners

... No guide to become a good VC, a
long run to become in charge ...



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ENTREPRENEUR vs VCs

=

PSYCHOTIC vs SCHIZOPHRENIC



BE AWARE OF THOSE SENTENCES

VCs : “I would love have this idea”

Translation : “I am frustrated entrepreneur with no guts to start a business”

VCs : “Great business, I’ll discuss with my Partners to deliver a term-sheet next week”

Translation : “Will never happen, VC’s are NOT enthusiastic”

PLAY THE GAME !

- Convincing a VC is a « Buy & Sell game ». Each round and the roles switches.
NEVER FORGET IT.
- « Standard Terms » is bullshit but pretend its ok for you.
COMPETITION WILL CHANGE THIS!
- « We have a powerful network and we can provide support » :
HUMMM....
- They want to ear terms they like
« TRACTION », « RETENTION »...

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→ Fundraising is like dancing : there is a rythme, a momentum...Build your tactic having it in mind.

→ No emergency : you **ALWAY** have time. Time is VC's nightmare : Too early is maybe risky, but you pre-empt the deal; too late is more expensive and more competitive.



NEVER FORGET :

VC's have NO IDEA !

VC's follow the trends

Entrepreneurs make trends!



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WHAT'S “WRONG” TODAY
WILL BE “RIGHT”
TOMORROW !!!

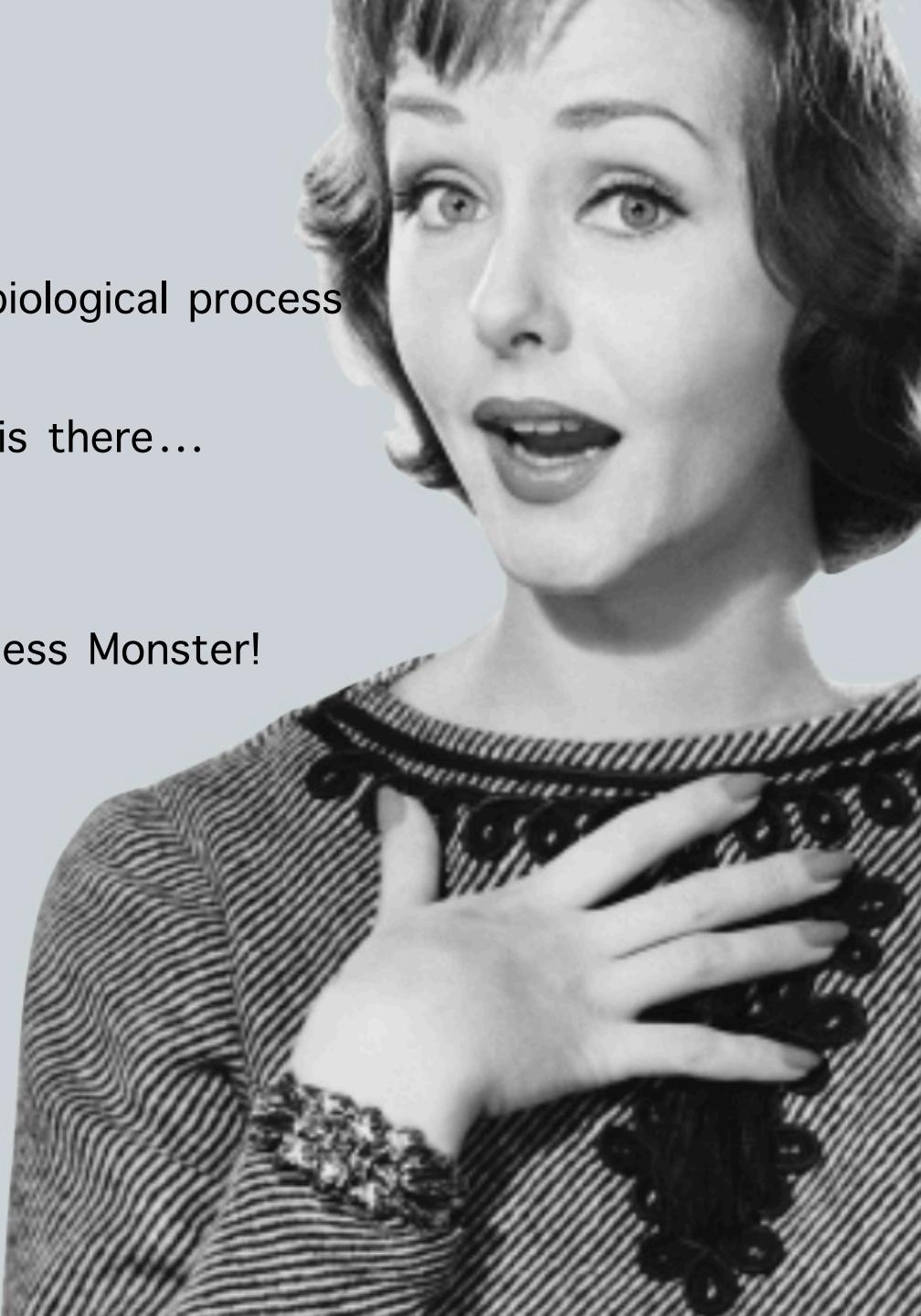
TACTIC vs STRATEGY

Fundraising happens naturally : it's a biological process

If you don't feel that the momentum is there...

... STOP IT !

Nothing worth that become the Lochness Monster!



WHY A F****G EQUITY STRATEGY ?

Do you believe your dentist when he tells you it won't hurt you ?

Do you believe your customer when he tells you that the paiement will be made tomorrow ?

Why would you believe anyone telling you everything will be fine with your VC ?

Do you REALLY think BA, Seed VC's, VC's Serie A, then B, then C have aligned interests ?



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- EQUITY IS YOUR SWEAT AND BLOOD : SECURE IT -



EXIT EXPECTATION

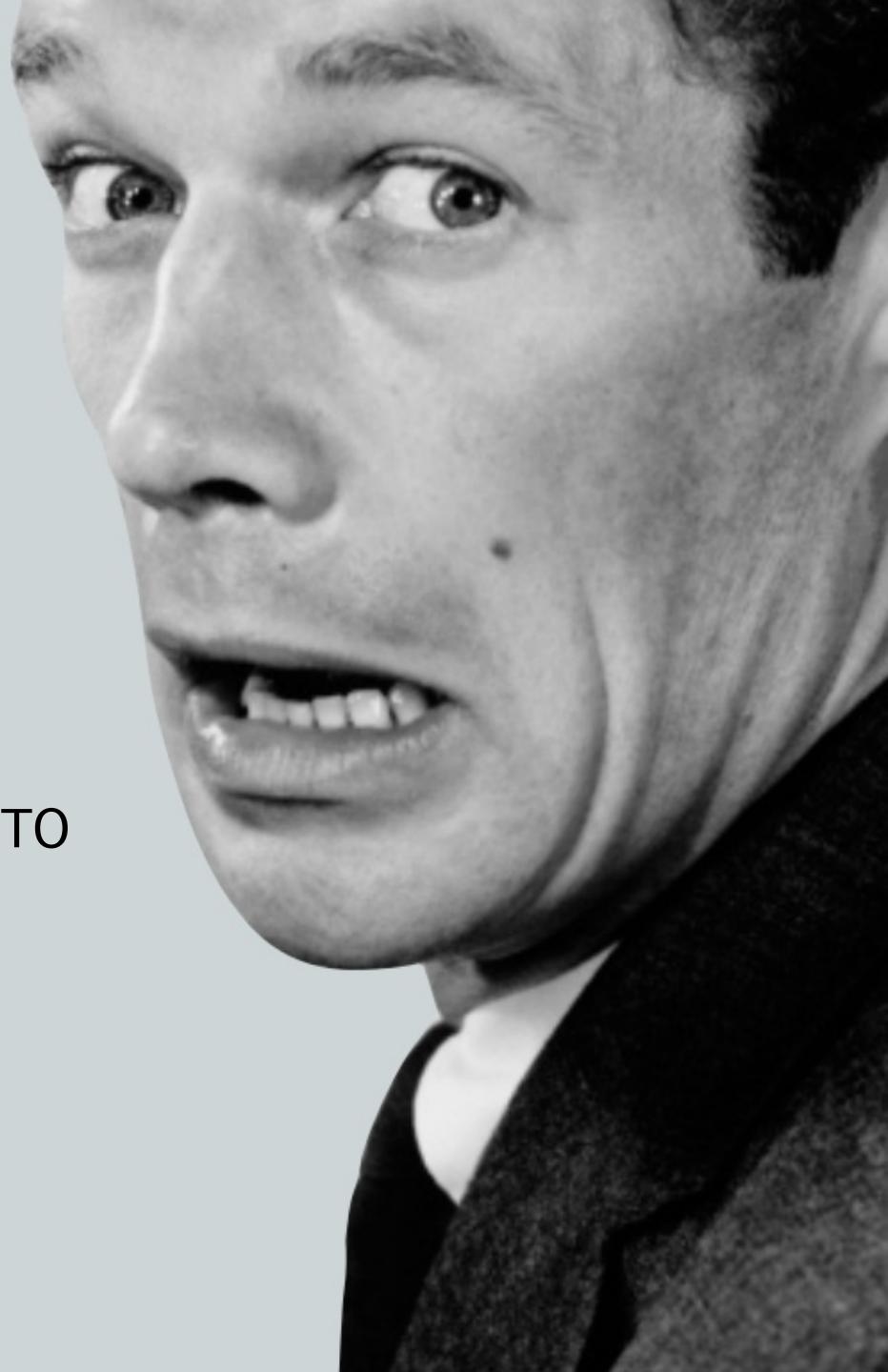
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BUILDING A COMPANY TAKES 7 TO
10 YEARS : THESE FUTURE
SHAREHOLDERS NEED TO BE
MANAGED



FINE...BUT HOW !

1. Build a solid relationship with **ALL** your shareholders
2. Always tell the **TRUTH**
3. **ANTICIPATE** bad news, because there will be bad news...

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1. Build a solid relationship with **ALL** your shareholders
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- YOU HAVE A VISION OF YOUR BUSINESS, YOU NEED A VISION
FOR YOUR EQUITY -

MAKE IT SIMPLE

1. Having VC's alongside you venture is a chance...
2. ... but things/people change : use **EMPATHY** !
3. Don't expect as much commitment as you

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1. Having VC's alongside you venture is a chance...
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- NEVER FORGET : THE VC DOES HIS JOB AT EXIT, NOT WHEN HE INVESTS -

USEFULL TRICKS!

1. If you have BA's : make sure they dont behave like founders and choose a leader; its a 10 years run for them
2. If you have several VC's : choose a leader which can decide for all; maintain agility
3. If you have Large Intl VC's : Respect first BAs & VCs
4. If you are an unicorn : never forget the liquidpref & double deep !



DISCUSS THE TERMS WITH EVERY ENTREPRENEUR YOU MEET :
SHARE EXPERIENCES WITH SOME WHO HAVE CLOSED THE
CIRCLE, WITH GOOD AND BAD EXITS !





THANK
YOU

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