

- start-up / entrepreneur
  - a. If you want advice, ask for money
  - b. If you want money, ask for advice
- Guide
  - a. Networking .ex. Netflix:
    - building relationships
  - b. Investment Thesis Match
    - Find similar company interested in
    - who's on the board?
    - recent IPO
  - c. Find a pain point
    - What's the problem you want to solve?
      - deep experience
      - lot's the people need
      - couldn't do before
      - couldn't afford before
      - couldn't get existing thing to work
  - d. Your Unfair Advantage
    - Why will you win?
      - disruptive business model
      - unique experience on your team
      - strategic advantage
      - go faster
      - ex) Netflix → war: go fast/ short consensus  
peace: long consensus  
Ukraine → banks moved to the cloud

<In the start-up>

1. Pre-Pitch brainstorming
  - a. Develop your ideas
    - i. who should I will be talking to
    - ii. VCs ← they can help me/ good opportunity
2. Map Your Strategy
  - a. Where is innovation happening
  - b. shows movement
  - c. where technologies are maturing
  - d. building new → lots of complexity happens
3. plan your Pitch
4. Pitching Practice
  - a. distill → make it short
5. Phases and Funding
  - a. Seed : what is the product
  - b. A: market validation → what is the market? / who's paying?/how product fit into the market
  - c. B : growth phase.
  - d. C,D: more revenue
6. Corporate VC Funding
  - a. ex) Amazon Climate Pledge Fund → Rivian

- b. Can you get that corporate to make product in time
- c. Corporate competitor issue
  - i. Work with intel ← AMD/Nvidia not
  - ii. Work with Microsoft ← Amazon not

d.

#### Staying Alive

- i. use VC pattern match advice
- ii. Deal is done when \$ is in bank
- iii. Watch burn rates, contingency
- iv. Raise when you don't need it

#### Think about when things ail

- v. Seed: Failure to deliver → Wrong Technology
- vi. A: Failure to find Market → Wrong Product
- vii. B: Failure to Execute → Wrong Team

#### What can you learn?

- viii. You are most likely going to fail. Make sure you learn from your failures and build trust in the VC community

#### 7. Conclusion

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