

Scaling Personalization

Wefunder Conversation

Suraj & Jonny | May 2, 2024

- 1 Wefunder Approach & Challenges
- 2 Potential Solutions
- 3 Timeline Idea

Wefunder's Approach



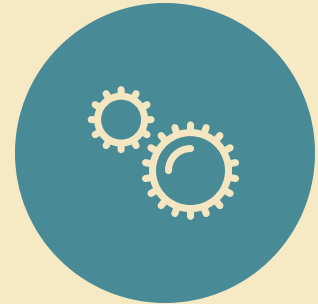
Fundraising Awareness

Selling the benefits of a "Community Rounds"



Brand Awareness

Pitching Wefunder as the best platform and partner



Building Relationships

Helping founders succeed & creating a community

How do you scale personalized relationships?

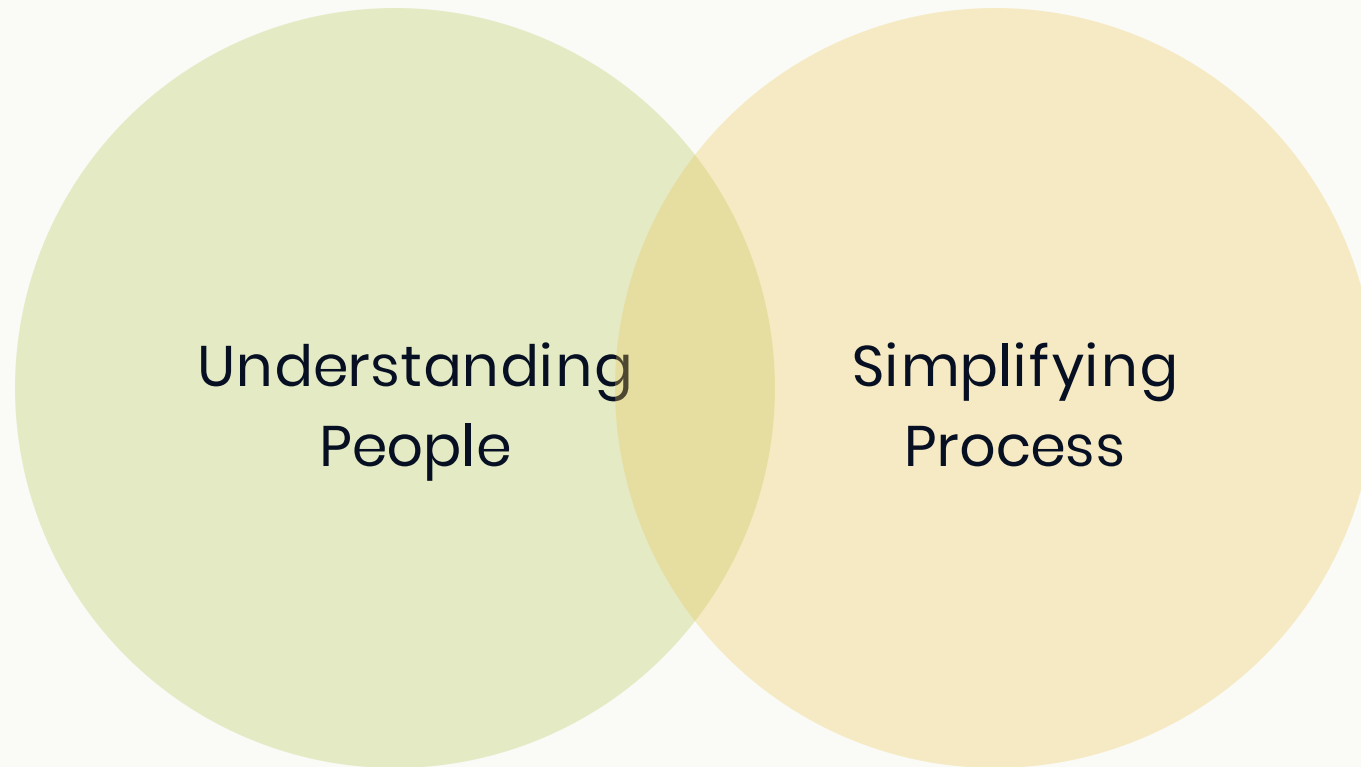
- Every founder is unique
- Every company has unique needs
- Trust takes time





- Showing Up
- Caring
- Helping Out

Approach: People & Process



Understanding People

Identifying Key Personas

Founders & Their Markets

- "new" (preseed/seed)
- "mature" (series A/B)
- consumer goods
- international dev't

Investors/Funds

Incubators/Accelerators

Understanding Pain Points

Showing up

Identifying hesitations & common issues

Providing Value

- talent pools
- other investors
- similar companies

Utilizing people's time wisely - facilitating meaningful connection

Simplifying Process

Upgrading Resources

Case Studies

Testimonials (consumers, investors, founders)

Simplifying Internals

Templates for reach out & follow-up

Sharing/codifying best practices

Relationship tracking

Laying Relationship Groundwork

Showing up

Planning events

Establishing POCs

What can you do in three months?



Understand & Assess

Strengths, Struggles, Key Markets



Simplify Processes

Resources, Reach Out, Internal
Tracking



Establish New POCs & Opportunities

Berkeley Ecosystem: Alumni,
Founders, VC funds

Summer Timeline (Potential)

