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Founder Collective 101

Founder Collective

7-9 minutes

We've been writing about startups and venture capital since Founder Collective began, and we thought it would be helpful to collect some of our most popular posts to help entrepreneurs understand our approach and thought process. Follow us on Twitter, LinkedIn, and our mailing list if you don't want to miss future posts.

- **How to pitch us at Founder Collective** *Parul Singh*
- **A Ridiculously Detailed Fundraising Guide** *Eric Paley*
- **What to expect when you're expecting (funding)** *Eric Paley*
- **The Warning Label That Should Come With Venture Capital**
- **Why today's tech themes are poor predictors of tomorrow's hot startups** *David Frankel*
- **Blessed are the "Boring," for They Create the Billion Dollar Startups** *Micah Rosenbloom*
- **Wasting time with the Joneses** *Eric Paley*

- **Venture capital is a hell of a drug** *Eric Paley*
- **Toxic VC and the marginal dollar problem** *Eric Paley*
- **How to Bootstrap Your SaaS Company to $1M ARR Before Raising Venture Capital** *Parul Singh*
- **What Could You Build with Just $10,000?** *Joseph Flaherty*
- **50 Big Companies that Started with Little or No Money** *Joseph Flaherty*
- **Overdosing on VC: Lessons from 71 IPOs** *Eric Paley* / *Joseph Flaherty*

- **Startup Success Outside Silicon Valley: Data from Over 200 Exits in 17 Cities** *David Frankel* / *Joseph Flaherty*
- **How to Pitch Your Oddball Startup to VCs** *Micah Rosenbloom*
- **Why today's tech themes are poor predictors of tomorrow's hot startups** *David Frankel*
- **Wary of the next Warby** *Micah Rosenbloom*
- **How to Conquer Silicon Valley from Sydney, Stockholm, or South Africa** *David Frankel*

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- **Whose Opportunity Is It?** *David Frankel*
- **Are You Working on a Side Project or a Startup?** *David Frankel*

- **The platform paradox** *Eric Paley*
- **The art of the lazy product manager** *Parul Singh*
- **The probable, the possible, and the delusional** *Eric Paley*
- **These are the seven deadly sins of product-driven founders** *Parul Singh*
- **The product/market fit mirage** *Eric Paley*
- **Dear auto entrepreneurs, please think outside the gearbox** *David Frankel*
- **Blessed are the "Boring," for They Create the Billion Dollar Startups** *Micah Rosenbloom*

- **How to transform from visionary to leader** *Eric Paley*
- **The best advice you're not taking** *Eric Paley*
- **How to avoid second-time founder syndrome** *Micah Rosenbloom*
- **How not to get fired** *Eric Paley*
- **Learning to embrace conflict as part of startup's culture** *Eric Paley*

- **What to Do When a Co-Founder Can't Scale** *David Frankel*
- **VC Doesn't Make Recruiting (Much) Easier** *Eric Paley*
- **The Curve of Talent** *Eric Paley*

- **The plague of rationalization** *Eric Paley*
- **Bonuses are toxic at startups** *Eric Paley*
- **It doesn't matter unless we win** *Eric Paley*

- **The two games every startup plays** *Eric Paley*
- **The fine line between success and bankruptcy** *Eric Paley*
- **Don't Let Your Startup Happen To You** *Eric Paley*
- **Startups rarely do anything well** *Eric Paley*

- **Before you make that pivot** *Micah Rosenbloom*
- **Spotting & Stopping the Slippery Slope of Ethical Lapses at Startups** *David Frankel*
- **Mock the Magic Quadrant at Your Peril** *Micah Rosenbloom*
- **No six-figure finance hires without eight-figure run rates** *David Frankel*
- **You Need Less Than You Think** *David Frankel*

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- **Mastering growth economics: What $100M startups do differently** *Parul Singh*
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- **Startups should read this checklist before they go "whale hunting" for big partners** *David Frankel*
- **Don't Get Seduced by GMV** *Micah Rosenbloom*
- **Tech Takes a While** *Micah Rosenbloom*
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- **Don't let your investors buy all the options** *Micah Rosenbloom*

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- **Why "But Wait, There's More!" is a Bad Way to Pitch VCs** *Micah Rosenbloom*
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- **Does Your Startup Pass "The Summer Camp Test?"** *Eric Paley*
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- **Don't Waste Your First Slide** *Joseph Flaherty*
- **How to Write Better Cold Emails to VCs** *Joseph Flaherty*
- **Your pitch deck isn't an application for financial aid** *Joseph Flaherty*
- **Don't Quote Me** *Joseph Flaherty*
- **Pitch Rescue: Five Investor Presentation Pitfalls to Avoid** *Joseph Flaherty*

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- **Dear entrepreneurs: This is how to ace the new seed round** *Parul Singh*
- **Securing a huge growth round** David Frankel
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- **What's the worst thing a VC has ever said to you when you were fundraising**? *David Frankel*
- **Venture Debt: The third rail of venture financing** *Micah Rosenbloom*

- **Diligence 101 for Seed Stage Startups** *Micah Rosenbloom*
- **Who wants a highly-engaged VC?** *Joseph Flaherty*
- **Why do VCs Really Want to See Your Financial Model?** *Micah Rosenbloom*

- **The Mythical Million Dollar Run Rate** *Eric Paley*
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- **5 reasons you won't get funded that aren't your fault** *Joseph Flaherty*
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- **You earn a million dollars per year and can't get funded** *David Frankel*

- **When burn rate outweighs enthusiasm** *Eric Paley*
- **You just raised $10M. Now what?** *David Frankel*
- **How to prepare for an investment apocalypse** *Micah Rosenbloom*
- **Running out of money isn't a milestone** *Eric Paley*
- **Don't let your investors buy all the options** *Micah Rosenbloom*

- **A "Fill-In-The-Blank" Investor Update Template for Busy Founders** *Micah Rosenbloom*
- **After funding, watch burn rates and beware the tyranny of incrementalism** *Eric Paley*
- **How to Break Bad News to Investors** *Micah Rosenbloom*
- **Sell the vision, not the progress** *Eric Paley*
- **Eight People You'll Meet on Your Board of Directors** *David Frankel*
- **"I can grade you, or I can teach you, but I can't do both."** *David Frankel*
- **Why Small Interactions Make a Big Difference** *Eric Paley*

- **How to sell your company without a buyer** *Eric Paley*
- **Ten pieces of friendly for when someone wants to buy your company** *David Frankel*
- **It's Not About The Pot of Gold** *Eric Paley*
- **Who's Going to Buy This Startup?** *Eric Paley*
- **How to plan for your startup's gruesome demise** *David Frankel*
- **The "Get Rich Slow" Exit Strategy** *Joseph Flaherty*

- **What to do When You Get a $100M Offer for a "Billion Dollar" Startup?** *Micah Rosenbloom*
- **There's no shame in a $100M startup** *Eric Paley* / *Joseph Flaherty*

Written by

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