

The background is a dark blue gradient with abstract white and light blue circular patterns. On the left side, there is a large circular scale with tick marks and numbers ranging from 150 to 260. Other circular elements include dashed lines, solid lines, and arrows, suggesting a technical or scientific theme.

BEST PRACTICES FOR ENGAGING INVESTORS: AN ENTREPRENEURIAL PERSPECTIVE

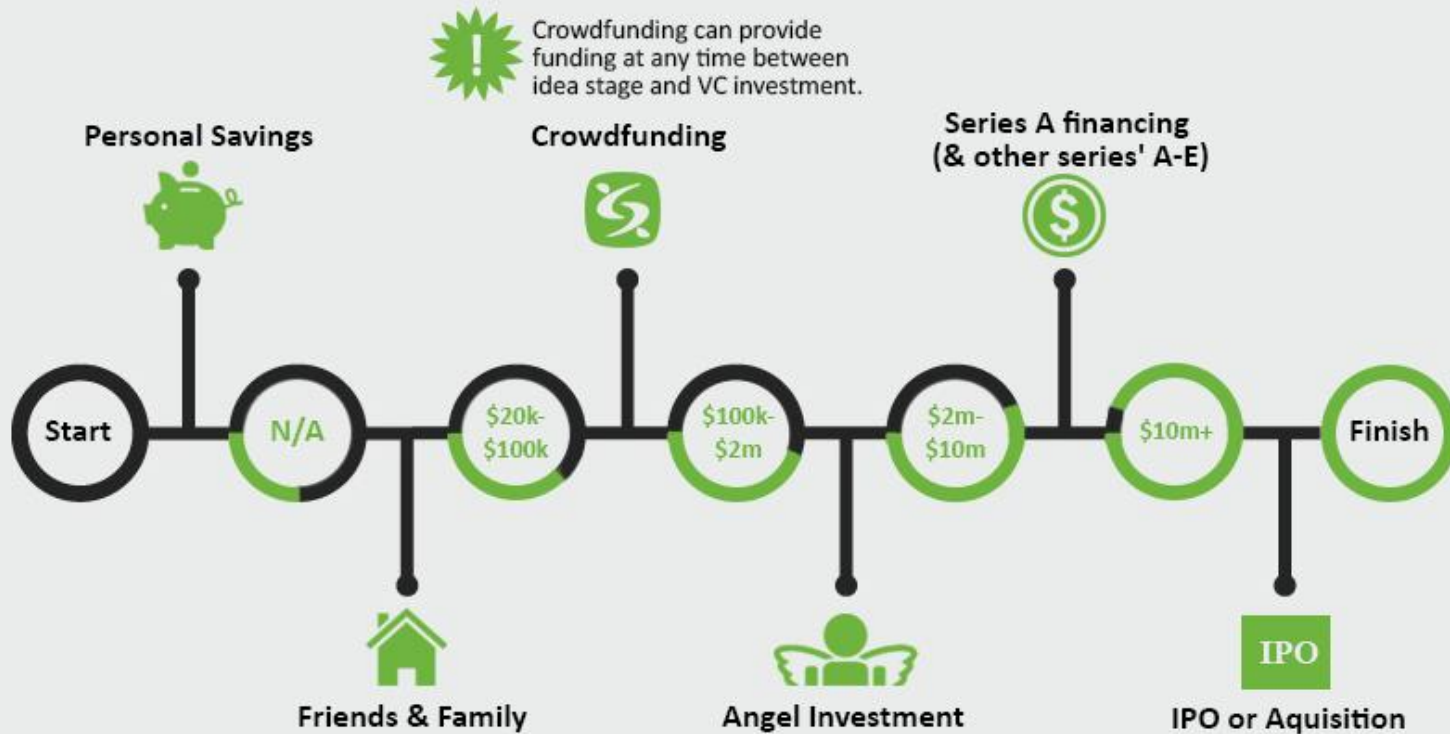
LAUREN C. COSTANTINI, PHD

BEFORE YOU START LOOKING

- Decide:
 - How much funding?
 - What does it get you (and your investors)?
 - What else do you need? (Board members, leadership, partnerships)
 - How will they influence subsequent capital raises? (+ and -)
 - Who best can provide? (angels, family offices, VCs, strategics)



THE FUNDING TIMELINE FOR STARTUPS



BEFORE YOU START LOOKING

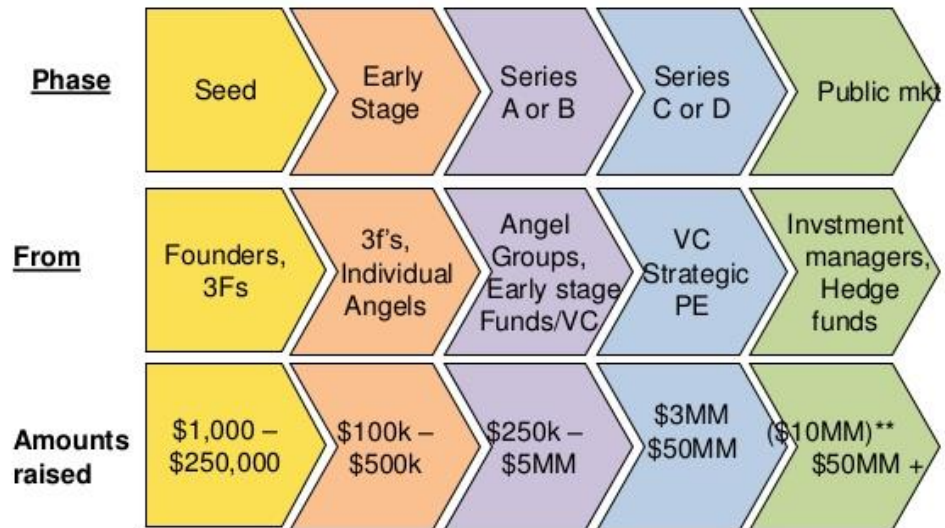
- Prepare:
 - Short elevator pitch and longer presentation pitch – PRACTICE!
 - Executive Summary (small pdf, template)
 - Slide deck – PRACTICE!
 - What questions will be asked - PRACTICE!
 - Due Diligence online data bank



BEGIN TO LOOK

- Research their website:
 - Size and stage of company?
 - Geography?
 - In your space? (competing investments)
 - Typical 'check size'

Who Invests...and at what stage



Guidelines, NOT rules

1/29/2015

pillsbury WICKEDSTART
GET GOING!

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BEGIN TO LOOK

- Research their people:
 - Website, LinkedIn, Twitter, etc
 - Background in your space/technical knowledge
 - Common connections and personal interests
 - Decision makers vs analysts
- Start tracking all of this: CRM, spreadsheet

Team

Investing Market Development Executive Talent People Practices & Technical Talent Marketing Corporate Development Operations
Board Partners Special Advisors

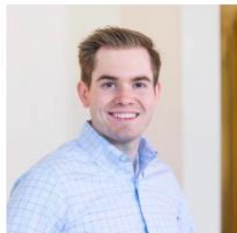
Investing



Alex Rampell



Andrew Chen



Andrew Smith



Andy Tran



Angela Strange



Ben Horowitz

WARM INTRODUCTIONS

- Within your network
- Within others' networks
(Board members, current investors, others)
- Conferences
- Coffee shops, restaurants, airplane seat next to you, cocktail parties, bathrooms, everywhere!



MAKE CONTACT

- Short; first sentence - catchy!
- Describe what differentiates
- Get 'personal':
 - FIRM: "Longwood's focus on accurate patient monitoring is aligned with Prima-Temp's temperature monitoring platforms"
 - PERSON: "I was delighted to see your previous work with the Temperature Management System; your experiences and insights on temperature sensing are valuable to us."
- Goal: get to Meeting #1
- Attach Exec Summary

DAY OF MEETING OR CALL

- Be flexible in how they want to meet
- Ask investor how they would like to use the time
- Goal is to get to Meeting #2
- Identify next steps
- Follow up DAY OF: Thank you, PDF deck
- Follow up WITHIN 48 HRS: Action Items
- Be VERY responsive to follow up requests



CONFERENCES: PREPARE

- Target prospects in advance
 - Invite list: research each investor (yes, each one!)
 - Include pictures if possible
- Send msg with specific alignment
- ‘meet for a quick chat or coffee’
- Conference platform FIRST DAY available
 - Schedules fill up
 - Message drafted; cut & paste – FIRST SENTENCE IS FIRM-SPECIFIC
- Bring plenty of business cards



CONFERENCES: COFFEE AND COCKTAILS

- Attend all of them!
- Deals are NOT made in the audience of presentations
- Look approachable
- Opening lines: “How are you enjoying the conference?” “These muffins are delicious!” “I noticed your XYZ...”
- If asked what you do, 1 sentence - . PRACTICE!
- Build relationships, get business cards, have yours ready
- Engage briefly, ask to meet later
- Do not spend time with friends, go easy on the wine, eat before you go
- Update your notes immediately



CONFERENCES: FOLLOW UP

- Follow up 'good to meet you' message
 - Within 1-2 days
 - You will be one of 876,450,432 emails - remind them who you are; mention something memorable
 - LinkedIn or Twitter if no business card
- Attach Exec Summary or deck
- Set up time to meet "to learn more about each others' interests and focus"
- Use SM to compliment / comment on their presentation / panel



IN A NUTSHELL

- Keep it short but impactful
- Goal: get to next meeting
- Respond quickly
- Build relationships

