

# **RAISING CAPITAL - RESOURCES FOR FOUNDERS**

**FLORIDA EARLY STAGE CONFERENCE  
OCTOBER 11, 2022**

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**JONATHAN COLE**

**[JON.COLE@NEWWORLDANGELS.COM](mailto:JON.COLE@NEWWORLDANGELS.COM)**

# RAISING CAPITAL – STRATEGIES AND RESOURCES

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- **Develop your Plan**
  - **Know your market:**
    - **Size, growth rate, dominant competitors (All by segment- geographic, end user, etc.)**
    - **Sources: Industry pubs, web searches, insider interviews, analyst reports**
- **Clean up your online presence**
  - **Various web-based solutions, including [redact.com](https://www.redact.com)**

# RAISING CAPITAL - STRATEGIES AND RESOURCES

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- **Develop your Materials:**
  - **Exec Summary, Pitch Deck, Team Resumes, Financial Projections**
  - **Use the web-based resources. Also several service firms for Deck bells and whistles**
  - **Mentoring and training at incubators and accelerators**
- **Identify and Qualify your Prospects:**
  - **Search investors in competitors and other market participants**
  - **Use Crunchbase or Pitchbook**
  - **Deep dive into investor website, etc.**

# RAISING CAPITAL – STRATEGIES AND RESOURCES

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- **Use your network**
  - **Industry contacts**
  - **Professional service providers**
  - **Your great aunt Millie, etc., etc.**
  - **“Never give up! Never give up! Never give up!”**



# RAISING CAPITAL – STRATEGIES AND RESOURCES

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- **Thank you!**
- **Jonathan Cole**
- **[Jon.cole@newworldangels.com](mailto:Jon.cole@newworldangels.com)**



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## **RAISING CAPITAL – PROSPECTING TIPS**

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# OBJECTIVE: RAISE CAPITAL FROM THIRD PARTIES (OPM)

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- **Focus: Professionally managed VC funds, organized angel groups and individual angels**
- **Rules of the Game:**
  - **Raise capital in successive rounds at increasing valuations and exit at a profit**
  - **VC is a relationship business. Have a development plan**
  - **Before you start, you must resolve “The Founder’s Dilemma”**
  - **Under promise and overperform**

# PROSPECTING TIPS

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- **Hone your vision. Craft your pitch. Perfect your deck.**
- **Ultimately you need a story and the metrics. If you have the metrics, stress the metrics. If not, sell the story.**
- **Capture some validation touch points:**
  - **Engage Advisors with deep market experience**
  - **Graduate from a respected accelerator/incubator**
  - **Win some pitch days**
  - **Sign up a customer**



# PROSPECTING TIPS

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- **Do the research**
  - **Find the relevant prospects**
    - **Read the industry trade pubs**
    - **Utilize the databases: Crunchbase; Pitchbook; others**
    - **Mine LinkedIn**
  - **Build your network (Remember: You have to give to get.)**
  - **Nurture your prospects**

# PROSPECTING TIPS

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- **Get that “Warm Introduction”**
- **“Never give up! Never give up! Never give up!”**
- **Be flexible, especially around valuation**
- **To the winner go the spoils.**
  
- **Questions?**



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# THANK YOU!

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- [Jon.cole@newworldangels.com](mailto:Jon.cole@newworldangels.com)