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# 10 core principles when looking for funding

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- Know your business and your market needs
- Not all startups are suitable for equity financing, nor all investors are the same
- Consider all potential sources of funding (*details next slides*)
- Bootstrapping (self financing) can set you up for long-term success
- It's really about the team
- Investors are not charitable organizations
- Every slide in the pitch book is important (*details next slides*)
- An investor “no” doesn't always reflect the business plan quality
- Have an exit strategy in mind from the start
- Be realistic, open and, above all, honest

# Know the different types of finance available

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- Bootstrapping a.k.a “self funding” (your time and money = sweat equity)
- FFF (“Family Friends & Fools”) - people who will give you funds with little questions asked
- EU funds
- Banks (~~sometimes~~ only with collateral)
- Customers / suppliers (favorable payment terms)
- Private Investors - Business Angels
- Venture Capital
- Strategic partner - major customer

*Matching the right mix of sources to the right stage and type of finance  
is the key to successful fundraising*

# The Elevator Pitch (Value Proposition)



What's your  
**value proposition?**

- I intend to offer  
( product/ service )
- to a  
( name/type of customer )
- so that they will be able to  
( benefit/value to the customer ).

# The pitch book (the 8 “P”s)

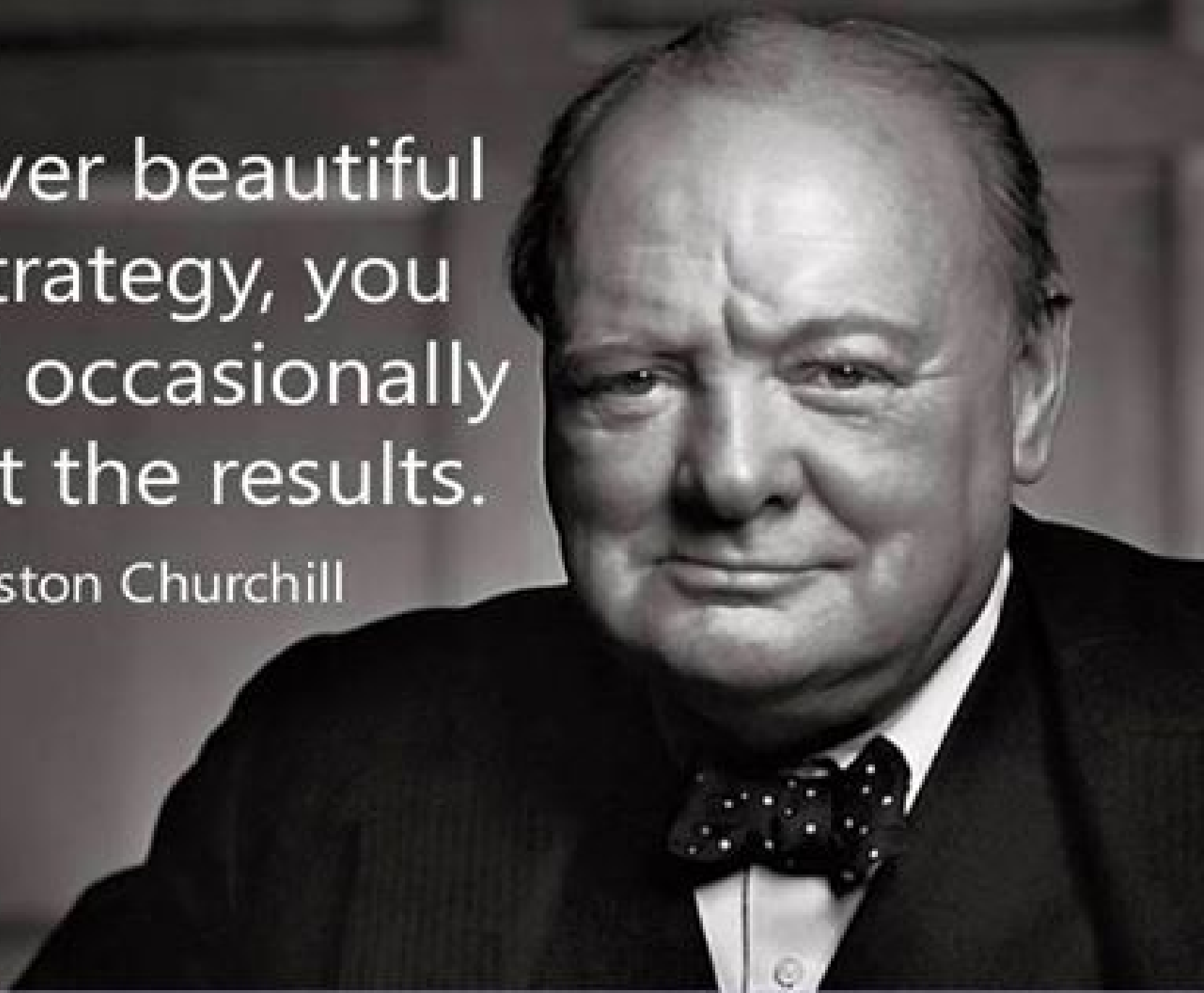
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The **typical deck** should have ca. 10 slides and ideally touch most of the following :

- **Problem**
- **Product**
- **Potential** (Serviceable Obtainable Market)
- **Proof** (Traction)
- **Promotion**
- **Profit** (business model)
- **People** (team)
- **Pitch** (how much money you want, for how long and what you’re ready to give up for it)

However beautiful  
the strategy, you  
should occasionally  
look at the results.

Winston Churchill



# Match the funding need to purpose

Type	Amount [€]	Purpose	Provider
Setup / pre-seed	Up to 100k	Setup the business (equipment, software, website, legal fees, offices, etc.)	Founders' bootstrap, FFF, personal loans
R&D (if the case)	Varies, up to 500k	Proof of concept, market testing, Intellectual property registration, etc.	Founders' bootstrap, FFF, personal loans, EU funds, Business Angels
Working Capital	Varies, up to 1.5m	Initial production and ramp up	Customers / suppliers, banks, VC funds, Business Angels
Equity Investment	Varies, up to 5m	Commercialization of proven technology, rollout growth plans, portfolio expansion	Larger Investment funds (growth capital)