

VANGOUVER SIGNAL STATES OF STATES OF



We help early stage entrepreneurs Change the World





We want to help make it *easier* for others.





Why Spring?



Global Startup School for Entrepreneurs (28 cities)

MBA School for Impact Startups

What is SpringU?

- Entrepreneurship education
- Best practices
- Mentorship
- Access to Funding
- Insiders guide to the community







Sales Marketing & Community

- Talent & Leadership
- Funding 202

Launch



Launch plan Community & PR Legal & Accounting Funding 101

- Funding (workshop)
 - Ideal investor
 - Pitching
 - Due diligence
 - Closing

SpringU is now 4 programs

Boris Wertz Version One Ventures



Lisa Fraser Snugvest



Alexandra

Greenhill

Lisa Von Sturmer Growing City

Kenshin Arasaki A Thinking Ape







Chad Fryling Futurpreneur



Charlyne Fothergill Lighthouse Labs

Mentors



大成DENTONS





futurpreneur canada



NRC Industrial Research Programme d'aide à la Assistance Program recherche industrielle du CNRC granted







Partners

Pivoted Startup Weekend Participants ERA (New York) \$25k in sales from landing page Closed seed round Team of 13





Startup Weekend Vancouver Team of 4 Launched their iOS app Sauder S3i/SRC Tech





Pop-up shops in Patagonia Covered in Huffington Post Radius Slingshot Opening in Q4





Funding Workshop

Wednesday, June 15 + 22, 6pm

 Finding your ideal investor
 Preparing your pitch
 The funding sales funnel
 Due diligence
 How to negotiate a close



Burning questions: Should I raise now? When do I start to raise? Why do investors invest? Who is my ideal?

How do we stand out?



SHOULD I RAISE NOW?



This is the best time to raise money





Cross Border investing never easier



Crowdfunding: A whole new channel

Annual Funding (Billion) X St Srowdfunding vs. Angel



SPRING UNIVERSITY

US money goes farther...in





BUT IT'S STILL WORK



How to be in the Top 10% of companies fund raising





WHEN DO I START TO RAISE?



Your goals Strategic investors

Smart money





KEEP CALM & ACHIEVE YOUR GOALS

Look at all types of funding equally

You + Friends & Family Grants & Loans Equity Crowdfunding Revenue

EVERYTHING IN MODERATION. Except bacon.



Time to close

shore to the shift Grants & Loans Crowdfunding | Revenue Equity





To ask for money, you need to build a relationship

It takes 16-26 weeks to raise money

You will need to talk to many potential investors





So... Start now to close in 6-12 months





Supported by Vancity

Do you have a dream that will make this world a better place?

We want to help you turn this idea into reality by connecting you to the best funding sources available in British Columbia. Follow the steps below to find funding for your venture.







WHY DO INVESTORS INVEST?



Early Stage Investing: 3 questions

When will I get my money back? Why else am I doing this?

Can I trust you & your team with my money?

WHO IS MY IDEAL INVESTOR??



What investors say:

There aren't enough deals for me to invest in

What companies say:

There's not enough investors/ money





Ideal Investor: For you



Industry

INIVERSITY

- **Markov Business Model**
- **Functional area**
- **I** The right network
- **Has geographic releva**

Return aligned



Ideal Investor: Universal truths



Values aligned Easy to work with




HOW DO WE STANDOUT -PITCHING



"Don't be afraid to go into a crowded space, but you better bring something dramatic & clear as a differentiator." (Robert





What do investors look for?

Team	Company	
Hustle	Progress	
Perseverance	Different?	
Smart, humble	Big space	
Experience	Big problem to	
Lxpenence	solve	

Deck: Start with your best feature







d more prephics at www.psdgraphics.









Before you pitch: Pre-requisite Checklist Know the state of your business



Business plan?



- Team: staff, investors, advisors
- Progress

GETTING TO A CLOSE



You drive the bus





Monthly update emails increase success rates



Everything's negotiable



Risk vs. Reward

Special Treatment



	Common	Convertible Notes	SAFE Agreement	Preferred
Set price	Yes	Discount + Cap	No	Discount + Cap
Shares?	Yes	Not up front	No, but not debt	Yes, with preferred terms
Preferred treatment	Valuation	Interest, On sale, future financing	Convert to pref, no timeline	On sale, future financing



