



SPRING



LIFEBOOSTER

THE FUTURE OF OCCUPATIONAL
HEALTH AND SAFETY

4 out of 5 industrial workers will experience a muscular
skeletal injury (MSI) during their working lives

NVBC Capital Raising Seminar

FUNDING FUNDAMENTALS

May 12th 2018

Sana Kapadia, Spring Activator Inc.

OUR MISSION

**Change the
world through
entrepreneurship**



Spring

is a global community that helps **purpose-driven** leaders and entrepreneurs amplify their impact.

We provide the **tools**, **knowledge**, **mentorship**, and **support network** to help them build a better business.




SPRING
STARTUP SCHOOL

700+
Spring
Alumni



\$13M+
Capital
Raised



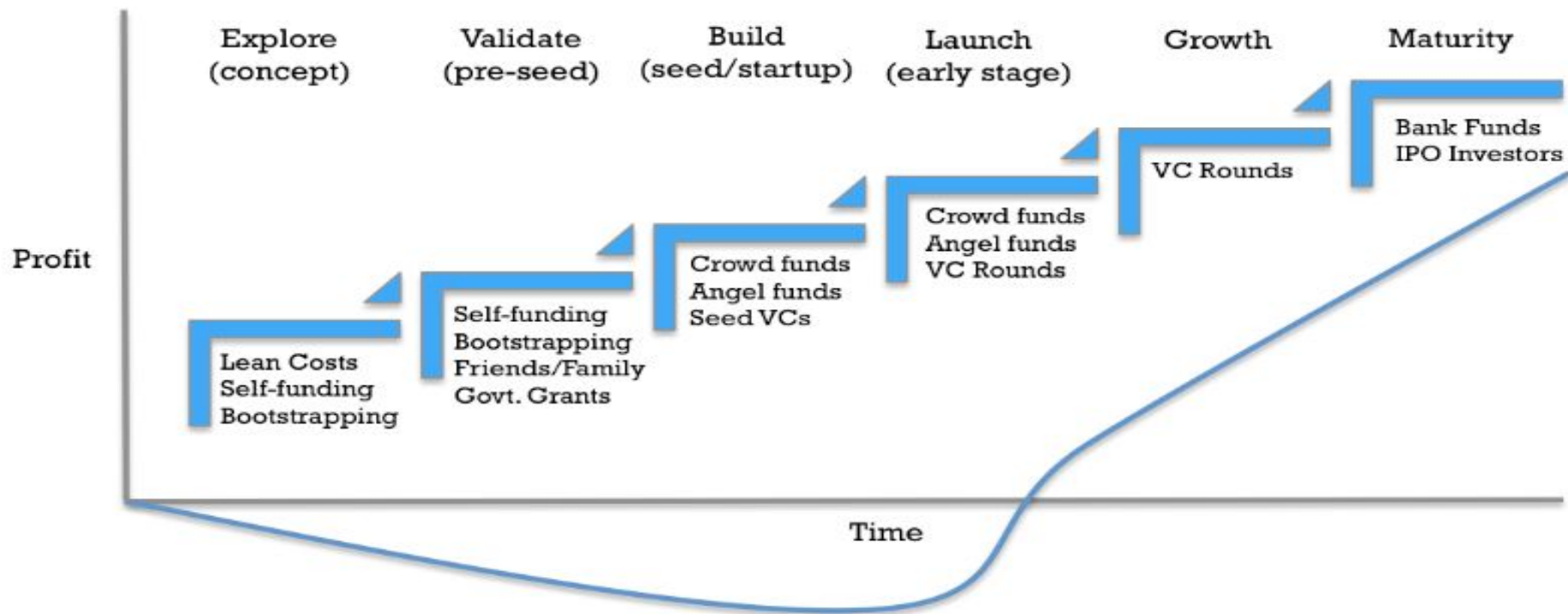
350+
Companies
Launched



At Spring, impact means fostering social, environmental, and financial sustainability into all of the businesses we work with.

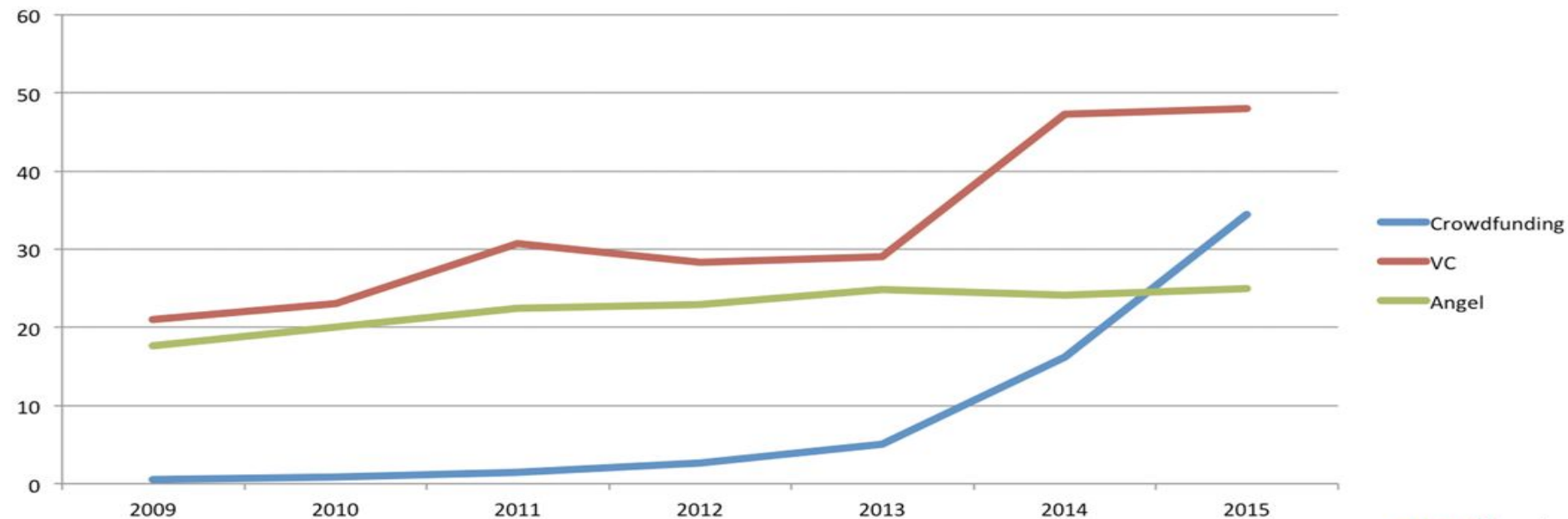
Diving In

The typical funding landscape



Crowdfunding: A whole new channel exists

Annual Funding (Billions): VC vs. Crowdfunding vs. Angel



crowdfunder

Debt & Grants: Non-Dilutive Options



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



Angels and VC's Locally

VANCOUVER
FOUNDER FUND

HIGHLINE

VANTEC
Vancouver Angel
Technology Network

renewal2
INVESTMENT FUND

VERSION **ONE** VENTURES

VANEDGE
CAPITAL

A.A.
alliance of angels

YALETOWN
VENTURE PARTNERS

PIQUE
VENTURE
INVESTMENTS
(VCC) INC.

iNOVIA
CAPITAL

NAC
New Avenue Capital

tonic

Angel
Forum

E-Fund

Look at All Types of Funding Equally

You + Friends & Family

Revenue

Grants & Loans

Crowdfunding

Equity

**EVERYTHING IN MODERATION.
EXCEPT CHOCOLATE.**

Except Chocolate by Spot_Of_Tees

Zazzle

Your Funding Puzzle

- Understand WHY you are fundraising
- Explore your options (debt, equity, grants, mix)
- Make a plan & be prepared

Start with the End in Mind

Goal setting is key

- Raising capital is a full-time job
- It needs to be done efficiently
- Goals help you achieve the right round

Think about your own goals

- How quickly do you want to grow your business?
- How big do you want your company to be?
- How long do you want to run your business?
- What kind of impact do you want your business to have?

Key goals to define

- How much?
 - Minimum, Target, Maximum
- What kind of money?
- When do you want the money in the bank?
- Who is your ideal investor?

Focusing on Raising Equity

The Process

How much and By When?

Seasonality

Ideal investor focus

Set the right foundation

Target 40 investors

Pre-plan your traction

Find your warm intros

Pick 2-3 Advisors

Cont'd

Deliver on the progress

Everyone has a lens

Focus

More traction

Aim for 120+% verbal

Chase and negotiate

Ideal Investor: Universal Truths

1. Industry and/or Business Model
2. The right network
3. Has geographic relevance
4. Return and/or exit aligned
5. Focus on impact

Key Questions: Early Stage Investing

When will I get my money back?

Why else am I doing this?

Can I trust you & your team with my money?

Pitch: Working backwards

- What are the Top 3 points?
- Think about the points that will help tell that story
- Leave an impression of you and your team
- Give them the big idea

Sample Due Diligence Process

Sample Due Diligence Process



Source: Invested Development, 2013.

411 on Early stage Valuation

- Comparable transactions
- Market response
- Accounting methods
 - Discounted Cash Flow
 - Probability weighted cash flows and net present value

Tips

You drive the bus



Know your audience



Remember, life happens



Relationships rule



More support?

Check out

- Spring [leader's roundtables](#)

- Spring workshops
 - [Online funding](#)
 - [Others](#)



Thanks!



Spring Activator



@SpringActivator



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