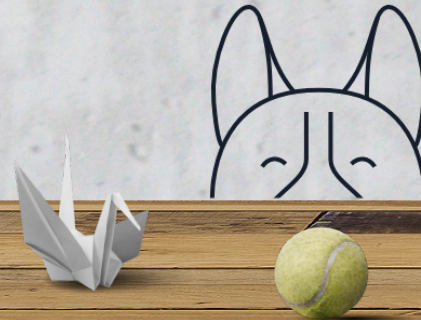


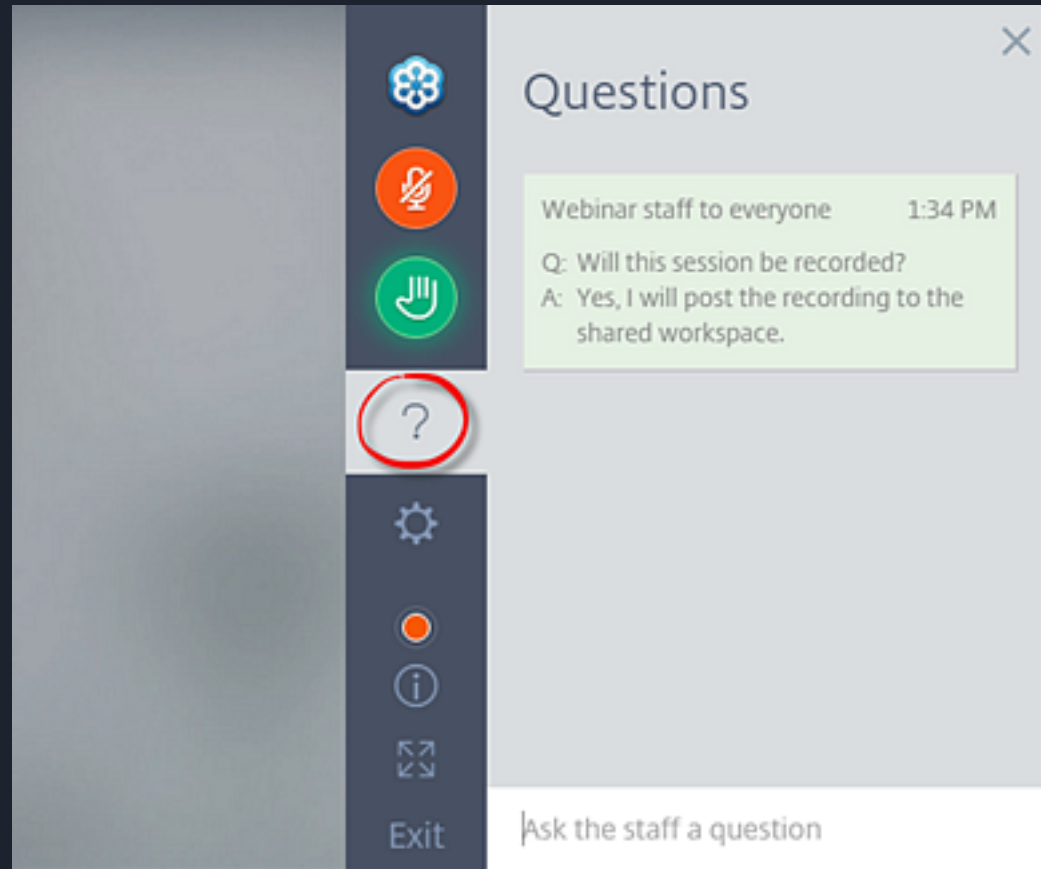


# Welcome!

## An Insider's Guide to Fundraising







Questions? Click the icon circled above



# Today's Agenda

Time (PST)	Session	Speaker
9:00 am	The Fundamentals of Seed Funding	Mike Wilner - AWS Startup BD
9:15 am	Panel Discussion: Understanding the Other Side of the Table	Anne Dwane - Co-Founder & Partner, Village Global Hiten Shah - Co-Founder & CEO, FYI Paige Finn Doherty – Co-Founder, Behind Genius Ventures Brad Holden - AWS Startup BD
9:45 am	Building an Effective Fundraising Strategy	Mike Wilner - AWS Startup BD
10:30 am	Break	
10:40 am	Crafting Your Fundraising Narrative	Jackie De La Rosa Kennedy - AWS Startup BD
11:25 am	Hindsight is 20/20: Fundraising Tips I Wish I Had Known	Cynthia Plotch - Co-Founder, Stix Michael Ioffe CEO, Arist Jackie De La Rosa Kennedy - AWS Startup BD
11:55 am	Wrap-Up and Thank yous	

# Why is AWS talking about fundraising

- The Startup team helps founders grow – in ways that go beyond AWS
- We work with investors across the startup ecosystem
- AWS' flagship customers were once early stage startups







# The Fundamentals of Seed Funding

Mike Wilner  
Startup BD, AWS





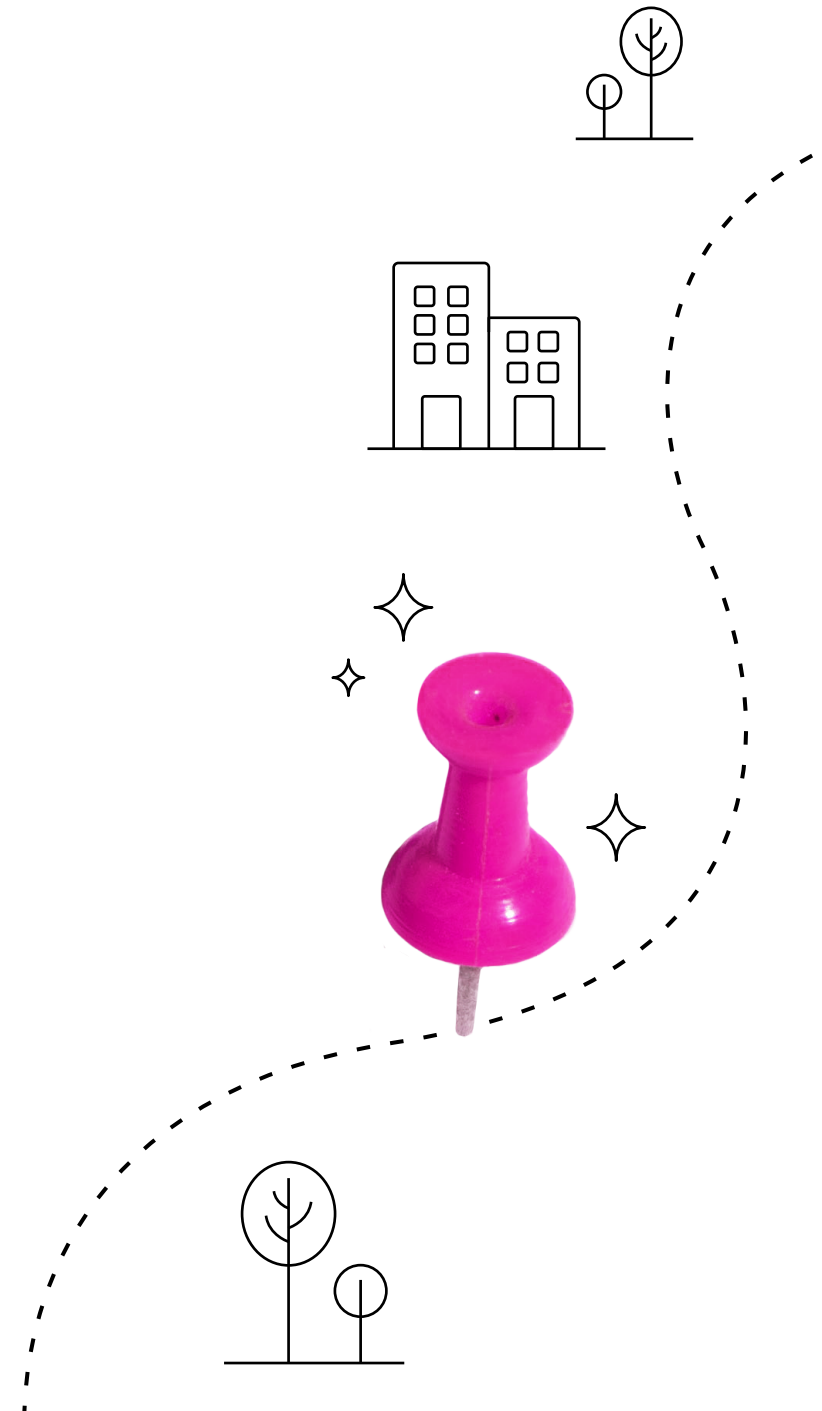
**It takes most founders over 6 months  
to raise their first round.**

**But founders who know how the game is  
played can raise in under a month.**



# What we'll cover today

- 1.The Fundamentals of Seed Funding
- 2.Understanding the Other Side of the Table
- 3.Building an Effective Fundraising Strategy
- 4.Crafting Your Fundraising Narrative
- 5.Hindsight is 20/20: Fundraising Tips I Wish I Had Known



# “Seed funding” can mean a lot of things

VENTURE CAPITAL · 14 Apr 2021

## Ghana fintech BezoMoney secures \$200k in seed funding

crunchbase news

TOPICS ▾ VC FUNDING REPORTS ▾ EMERGING STARTUP HUBS ▾ STARTUPS AND VC 101 ▾

STARTUPS · VENTURE

## Immunai Launches With \$20M Seed Funding And Plan To Map The Immune System

Christine Hall May 14, 2020



# “Seed funding” can mean a lot of things

	Angel Round	Pre-Seed Round	Seed Round	Seed 2 / Series A
Round size				
Valuation Range				

# “Seed funding” can mean a lot of things

	Angel Round	Pre-Seed Round	Seed Round	Seed 2 / Series A
Round size	\$150K - \$750K			
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	Angel Round	Pre-Seed Round	Seed Round	Seed 2 / Series A
Round size	\$150K - \$750K	\$250K-\$2M		
Valuation Range	\$2M - \$5M	\$3M - \$10M		



# “Seed funding” can mean a lot of things

	Angel Round	Pre-Seed Round	Seed Round	Seed 2 / Series A
Round size	\$150K - \$750K	\$250K-\$2M	\$1M - \$5M	
Valuation Range	\$2M - \$5M	\$3M - \$10M	\$8M - \$20M	

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# Many investor types with different mindsets



Angels

- Family Offices
- Operator Angels
- High Net Worth Individuals
- Aspiring VC angels
- Professional Angels



VC

- Pre-seed VCs
- Seed VCs
- Solo GPs
- Micro VCs
- Multi-stage VCs
- Corporate VCs



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Relevant Investors	Angels	Angels Pre-seed VCs Solo GPs Micro-VCs		



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# Median dilution pre-series A = 25%

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# Understanding the other side of the table



**Angels**



**VCs**



**Start with empathy; being  
a successful VC is hard**

**\$10M**

Fund size

**33**

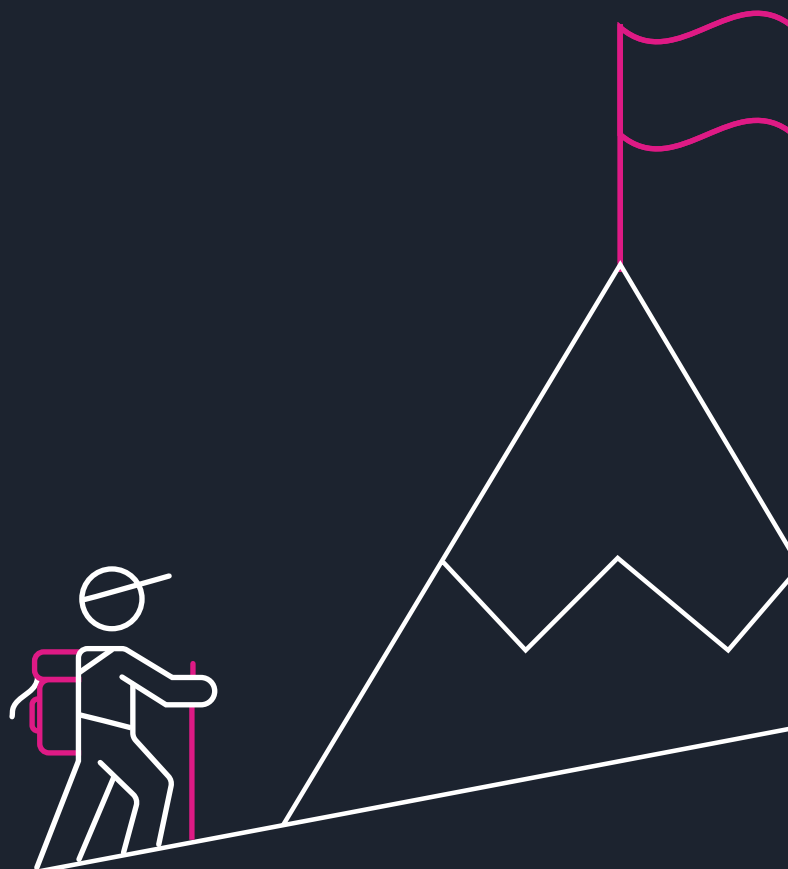
# of investments

# Start with empathy; being a successful VC is hard

10	11	6
Startups fail	1x	3x
3	2	1
5x	20x	50x

**The Seed VC Rule of Thumb:**  
Every investment needs to have the  
potential to return the entire fund (~50x)



**Seed VCs will want you to  
keep climbing the VC path**





# Angels have much more diverse ways of operating

- Lower bar for what a good outcome is
- More autonomy in making investments
- More diverse motivations
- Less likely to exert influence



You should be intentional about who  
you want to bring onto your team

# Understanding the Other Side of the Table



Anne Dwane  
Co-Founder & Partner | Village Global



Hiten Shah  
Co-Founder & CEO | FYI, Crazy  
Egg, KISSmetrics



Paige Finn Doherty  
Co-Founder | Behind Genius Ventures  
Developer Success Engineer | WorkOS