

Flipside Finance

FROM IDEA TO **Investment**

THE **STARTUP** FUNDING PLAYBOOK

by Paul Graham



Swipe >>>

Only **0.5%** of startups
secure VC investment.

WONDER WHY?

Startups don't
address real problems;
hence fail to achieve PMF.

MARKET REALISM

INVESTOR UNCERTAINTY

Unstructured approach
and Skills deficiency is
another setback for majority investors.

There will always be
a huge Demand &
Supply Gap for funding.

INVESTOR SCARCITY



- Why bother seeking investors?
- Why not just **BOOTSRAP?**

Consulting: The only way.

Gradual pain of consulting i.e. slow business growth.

Bootstrapped Startups rarely scale at an impactful level.

Bootstrapping being the startup norm is an illusion.

Time to Market is vital for success in innovative niches



IN A
OUTSHELL
Choose your pain

Short, sharp pain
of **fundraising**

Chronic ache of
consulting

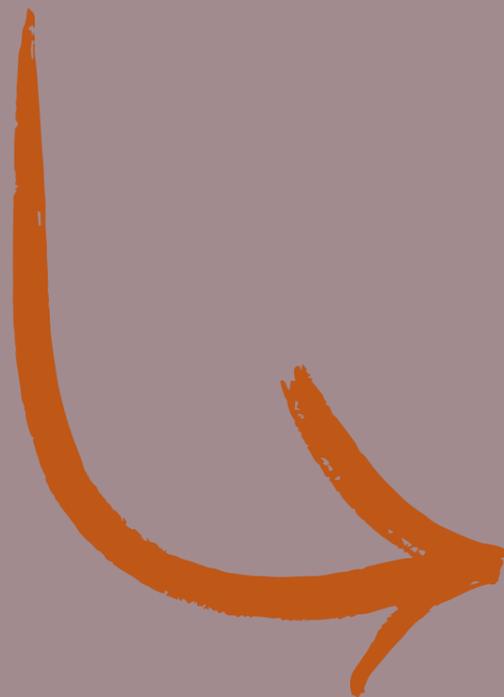




READY TO GO THE FUNDRAISING PATH?



Here're the guiding tips





“Deals **Fall Through**”

Never consider a deal as locked until it really is. The **lower** your **expectations** are, the **harder** it is for you to be **disappointed**.





Prioritize your Startup's Growth

Although the process is arduous, keep your eyes on what's important and create a balance between the business and fundraising.





3

Waiting for Better deals could **kill** you.

See a promising backer? **Lock** the deal. It could be the **last** one for the time being.





Stay **Flexible** in Capital Talks

Never **fix** an amount; Neither for the dialogues, nor for the aim.





5

“Ramen Profitable”; to
be your **North star**.

Earn enough to run business without funding. **Wanting** funds to make it big is good but **needing** them is not.





GETTING REJECTED IS NO BIG DEAL

Take the criticism **constructively**, but remember, all the **moonshot** ideas got rejected initially, as they tend to seem wrong at first.





Bootstrapping = Plan B

You must know how to smoothly
shift to bootstrapping to **survive**.





Beware of Nervous Novice Investors

Don't solely rely on novice investors, take **control** of the process and **utilize** them in participation with **Experts**.





Realize your **position**

Be steadfast in **filtering out** the cold leads and **focus** on those you're most hopeful with.



Keep the wisdom flowing

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