

**DSMUSA**

DES MOINES, IOWA



# Raising Capital Seminar

March 25, 2019



[DSMpartnership.com](http://DSMpartnership.com)

# RAISING CAPITAL SEMINAR

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# After The Raise

Mike Colwell



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# Stay Connected

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- Investors want to be part of team
- Email monthly or quarterly updates (see handout)
  - Runway, sales progress, HR needs, key wins and losses
  - Highlight any major milestones
  - Outline any help you need from your investors
  - Doesn't have to be lengthy - one page is sufficient
- Annual in-person meeting will go a long way

# Truths

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- You're no longer pitching – share real numbers
- Projections should be based on known pipeline
- Share team dynamics – warts and all
- Fibs catch up and hurt future investment potential

# Ask For Help

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- Startup investors are rarely passive investors
- Use their experience
- Leverage their network
- Ask for guidance, mentorship, advice
- Investors can often step in at times of HR voids

# Share Bad News Early

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- There are lots of indicators – share them
  - Operating: Maybe you thought about expenses
  - Make payroll: Maybe you've thought about layoffs
  - Obligations: You did notice A/P growing
  - Landlord: You negotiated
  - Miracles: Don't happen, you control them through resources