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DES MOINES, IOWA



Raising Capital Seminar

March 25, 2019



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RAISING CAPITAL SEMINAR

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After The Raise

Mike Colwell



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Stay Connected

- 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

- 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

- 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

- 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