



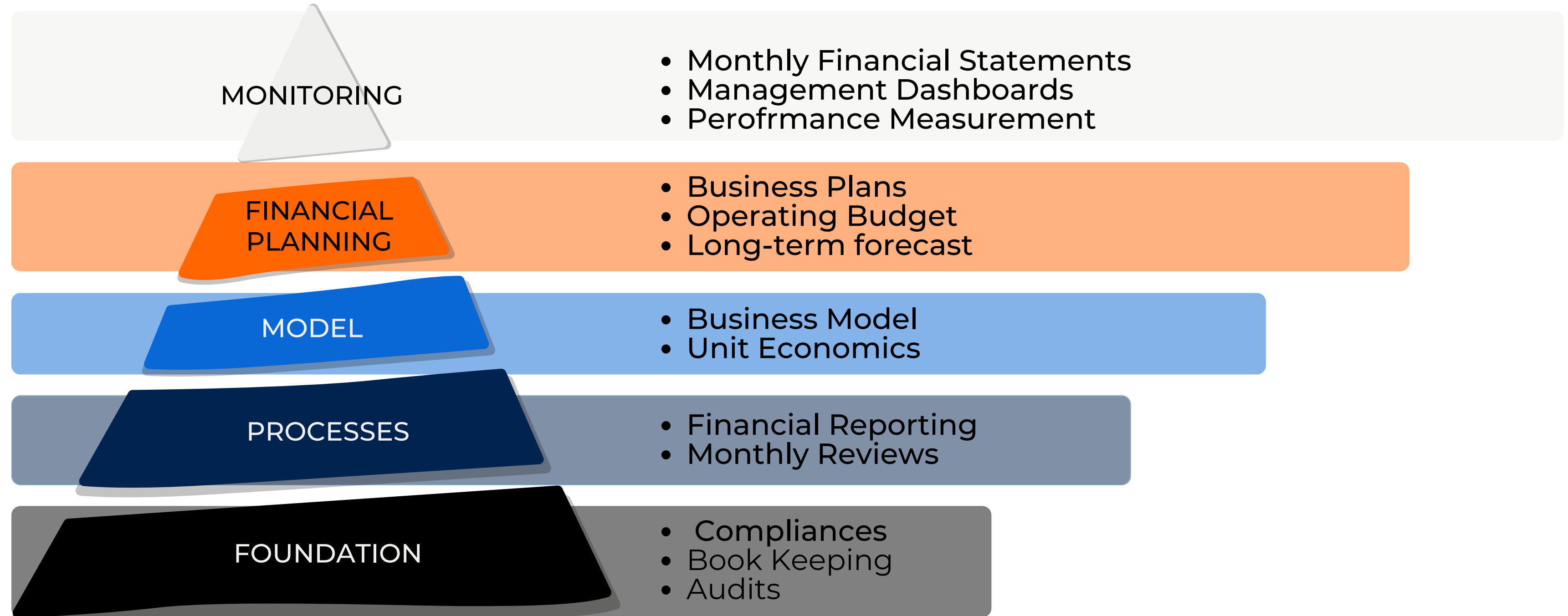
FUNDING & VALUATION

AI & DEEP TECH

APPROACH

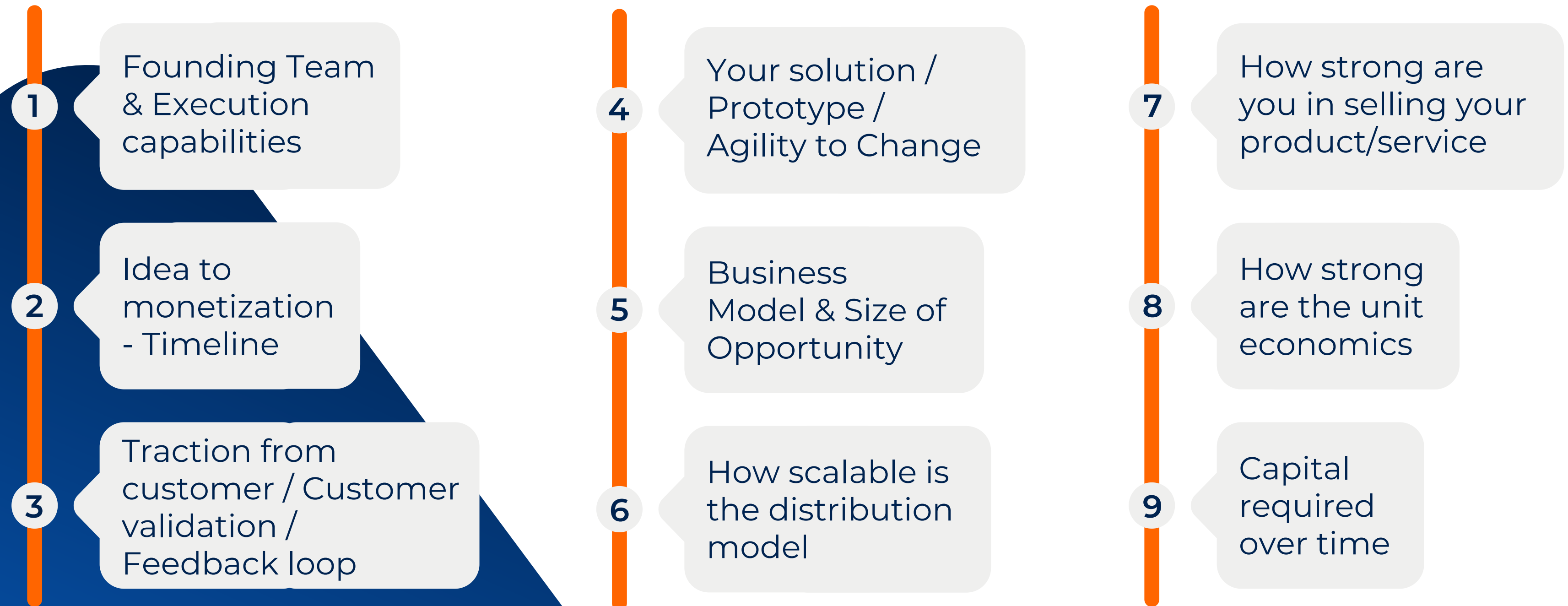
1. Finance Pyramid
2. How to investors value your startup
3. Key takeaways on how to raise funds for your startup
4. Funding instruments
5. Business Model / Strategy / Plan differences
6. Operational and Strategic components of a business plan
7. Pricing

THE FINANCE PYRAMID



FINANCIAL PYRAMID

HOW DO INVESTOR VALUE EARLY STAGE STARTUPS



FUNDRAISING FUNDAMENTALS

- Figure out the right story for your startup
- Be a great storyteller
- Find the right investors
- Get organized and be prepared, always be DD ready
- Know how much money do you actually need
- Link funding with milestones
- Incorporate a company before talking to an investor
- Don't dilute more than 10% in each stage of your startup

Stage	Typical Funding	Typical Valuation
Idea	\$50K	\$500K
Idea + Strong Team	Upto \$250K	Upto \$1 Mn
Demo + Prototype	\$500K	Upto \$5 Mn
Validated Product and Initial Traction	\$1 Mn	Upto \$10 Mn

INSTRUMENTS OF FUNDING

Instrument	Convertible Notes and Convertible Debentures	Equity	Grant	Debt	Revenue Based Financing
Use Case	Ideation, Testing, Market Study, Initial traction, MVP	For strategic scaling, early working capital and team buildup, PMF	For new product development, Pilot, Proof of concept, Prototype	For working capital, Bridge funding	Increase your runway during the scale up phase.

Business Strategy

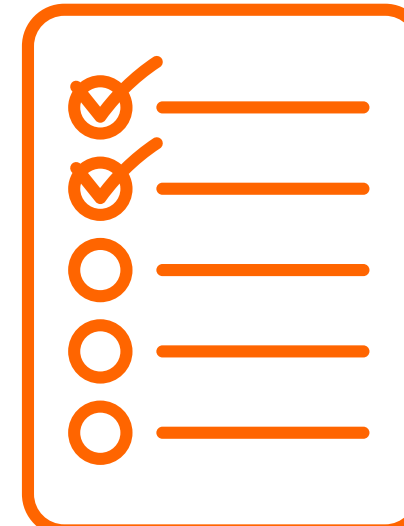
Business Plan

Business Model

A business strategy sets out the purpose of your business, who it serves and what is the long term vision and mission. A strategy assesses and prioritizes options and then select the most advantageous. A business plan sets out how you will achieve your goals in detail, including the financial results. A business model explains how you are different to competitors and what gives you a strategic advantage.



What is your business?
What is your purpose?
Who is your customer?
Analysis of business environment
Competition and market gaps
How can you compete?



What business are you in?
What are your goals?
How will you achieve them?
What will be the financial benefit?
What investment do you need?



Who is your customer segment(s)?
What is your value offering?
How will you reach your customers?
What makes you hard to imitate?
What resources do you need?
How do you make money?

STRUCTURE OF BUSINESS PLAN & STRATEGY DOCUMENT

Strategic

Business
Strategy

Operating
Strategy

Organisation
Structure &
Metrics

SWOT

Marketing
Strategy

Operational

Assumptions

Balance
Sheet

Revenue
Build Up

Fund Flow

Unit
Economics

Projected
Financials

Manpower
Buildup

Projected
Overheads

Key Spans &
Metrics

Projected
CAPEX

HOW YOUR STARTUP CAN WIN WITH RIGHT PRICING ?

Price to the value what customer perceive and not the cost

Your pricing determines acquisition strategy and sales cycle

Innovation pricing is always hard and ensure you focus on early adopters. Growth pricing is a different ball game

Understand the relation between cost, price and value

Your pricing will define your target customer

Dont press the volume button until you understand the optimal price

Keep increasing the price by 5% until you see a pushback in volume

Understand the pricing vs complexity of your product / Service

Thank You.

