

Process Description Scaleup - Investor Matchmaking

Unique, 10 weeks investment activation sprint by c*funfs

Sprint 1 - Initiation

We set up the following documents to support effective and fast fundraising for scaleups (raising 0,5 M – 5 M EUR seed, Series A):

- 1) Narrative/teaser about your fundraising sense of urgency
- 2) Pitch deck* with clear investment returns (including e.g. market opportunities, 5 years P&L extrapolation, business model)
- 3) Link to current product prototype

When working on the above mentioned fundraising documents, with the scaleup we define **a logical fundraising sprint** (start date, preferred closing date, preferred investors' profile, term sheet). We assess current fundraising documents and make a new validated version.

Sprint 2 – Activation

We make a customized scaleup investor database (supported by [PitchBook](#)) for your best match investor (VC/PE/ family office), we agree on the list and we set out an investor generating campaign in batches. c*funfs takes care of the first conversations

and has a supporting role in closing the deals. We additionally provide legal support in writing your convertible loans, or private equity contracts.

After the activation stage it takes up 7-10 weeks to have the first investment agreements.

Read more details here:

<https://cfunds.io/reviewing/>

*Investment Pitchdeck Structure **c*funfs methodology:**

1. Who we are/TEAM (show your core skills/authentic features in one snapshot)
2. What is your innovation? In one sentence.
3. The problem (what is the problem/customer pain that you are solving)
4. The solution (your concept/product)
5. Value - USP of your product- your impact
6. Market potential in the current market. TAM (total addressable market) and SAM (Serviceable Market %) what is your aimed market % in the coming 2-3 years?
7. How do you make money (business concept) (multiple steam / one stream?)
8. Expansion/Scaling opportunity (how do you explain the exponential growth /scaling possibility in 2 years?) How to you reach out to users? How do you engage user? What is your community building strategy?
9. Financials till now (How much money you have raised so far, how did you finance the company so far?)
10. Financial Forecast (What kind of turnover you expect in the coming 2-3 years) When will you reach break-even?
11. How much funding you need and what are your terms.

Pricing Investment Activation:

- 10 weeks investment initiation and investor matchmaking 5.000 EUR excl VAT in the NLs, EU countries 0% VAT
- Only Investment Documentation preparation: 3.500 EUR
- + Additional success fee (3% >1 M EUR, 5% <1 M EUR raised investment).

(We include legal services)

On demand we can provide also investment assessment/readiness trainings for more participants.

Price Training: 1.500 EUR excl VAT (2 hours training/interactive with best practices)

c*sprints 10 weeks activation model an effective way of generating investments

1 first sprint

6 weeks investment documents initiation

understanding your product USP's

exploring

assessing your current fundraising documentation

assessing

setting up the 'skeleton', investment strategy

defining

making your fundraising documentation

producing



investment

seed investment has been signed off with 1 or more investors .

c*funds is a fund placement agency in the heart of Amsterdam.

Our clients are VC's/ PE's and scaleups. We make sure you get frictionless and convincing investment documentation a fast matchmaking with the right investors in your vertical.

Please, check our website for more information: <https://cfunds.io/>

activating

generating interest from our customized investor list

closing

deal brokering with VC's/investors

2 second sprint

4 weeks investor activation

c*funds