



12-WEEK COACHING PROGRAM

Building a World-Class Funding Engine

Presented By :
Colin Howes



WEEK 1-2:

Foundations of Fundraising

Objective: Understand the basics of startup funding and position your business for success.

- **Session 1:** Introduction to the Funding Landscape
 - Types of funding (Angel, VC, Debt, Grants, etc.)
 - Funding stages and their importance
 - Common mistakes to avoid in fundraising
- **Session 2:** Defining Your Funding Strategy
 - Identify your business model and capital needs
 - Establish a roadmap to Series A or beyond
 - Setting achievable funding goals

Outcome: Clear understanding of the funding journey and a defined funding strategy.



WEEK 3-4

Perfecting Your Pitch

Objective: Develop a compelling pitch that resonates with investors.

- **Session 3:** Crafting a Persuasive Pitch Deck
 - Key elements of a winning pitch deck
 - Highlighting your value proposition, market size, and team
 - Investor psychology: What do they care about most?
- **Session 4:** Storytelling and Pitch Practice
 - Structuring your narrative for maximum impact
 - Delivering your pitch with confidence
 - Q&A best practices for investor meetings

Outcome: A polished pitch deck and confident pitching skills.



WEEK 5-6:

Building Investor Relationships

Objective: Learn how to target the right investors and nurture relationships.

- **Session 5:** Identifying the Right Investors
 - Types of investors for different funding stages
 - Building an investor target list
 - Qualifying investors based on their portfolio and interests
- **Session 6:** Relationship Building and Networking
 - Strategies for networking with investors
 - Building trust and maintaining ongoing communication
 - Leveraging your network for introductions

Outcome: A clear investor outreach plan and networking strategy.



WEEK 7-8:

Financials and Metrics

Objective: Gain a deep understanding of key financial metrics investors look for.

- **Session 7:** Key Metrics for Investors
 - Customer acquisition cost (CAC), lifetime value (LTV), monthly recurring revenue (MRR), runway, etc.
 - How to calculate and present these metrics
 - Using metrics to tell your growth story
- **Session 8:** Financial Projections and Valuation
 - Building realistic financial models
 - Understanding valuation and how to negotiate
 - What investors expect in terms of financial projections

Outcome: Solid financials and projections that build investor confidence.



WEEK 9-10:

Managing the Fundraising Process

Objective: Learn how to run a smooth fundraising process from start to finish.

- **Session 9:** Organizing Your Fundraising Process
 - Managing timelines and milestones
 - Tracking investor conversations and follow-ups
 - Preparing due diligence materials
- **Session 10:** Deal Room Management
 - Setting up a professional deal room
 - Key documents investors expect to see
 - Common legal and contractual considerations

Outcome: A structured approach to managing the fundraising process and preparing for due diligence.



WEEK 11-12:

Closing the Deal and Beyond

Objective: Understand how to close the deal and prepare for long-term success.

- **Session 11:** Negotiating Term Sheets and Finalizing the Deal
 - Key terms to look for in a term sheet
 - Negotiation tactics for founders
 - Avoiding common pitfalls during negotiations
- **Session 12:** Post-Funding Success
 - Maintaining investor relationships after funding
 - Scaling your business post-investment
 - Setting the stage for future funding rounds

Outcome: Ability to negotiate deals confidently and prepare for long-term growth.



ADDITIONAL PROGRAM FEATURES

- **Weekly Assignments:** Practical tasks to apply what you've learned.
- **Investor Roleplays:** Simulated pitch meetings to practice your investor approach.
- **Personalized Feedback:** One-on-one sessions for individualized coaching and feedback.
- **Investor Connections:** Access to a curated network of potential investors for introductions.





NEXT STEPS

[Book Free Discovery Call](#)

Send us an email

[**colinh@series-a.co.uk**](mailto:colinh@series-a.co.uk)



Visit Our Website

[**www.series-a.co/coaching**](http://www.series-a.co/coaching)



Give me a call

+44 7946 246212

