IIC ONLINE SESSION

By

Mr. Sushanto Mitra
Founder & CEO, Lead Angel Network

Topic:
Understanding Angel and Venture Capital Funding –
What is there for Early Stage innovator & Entrepreneurs

Join Session at MHRD’s Innovation Cell YouTube Channel:
https://youtu.be/rGZoW_ztyRM

Date: 08-05-2020
Time: 3:00 PM – 3:30 PM
Journey of Funding

Sushanto Mitra
Founder & CEO

Lead Angels
...beyond Angel Investing
99/100 Startups fail

Successful Startups pivot from Plan A to a plan that works

• Before resources run out

*Negative cashflows make Fund Raising Imperative for survival*
THE FUNDING VALUECHAIN

**Friends & Family**
- Typical investment size: USD 20K – 30 K
- Purpose:
  - Building product/tech
  - Prototyping
  - Conducting pilots

**Angel/Seed Round**
- Typical investment size: USD 100K – 500 K
- Purpose:
  - Product Launch
  - Marketing & Branding
  - Scaling business

**Pre-Series A**
- Typical investment size: USD 1 Mn – 5 Mn
- Purpose:
  - Standardising operations and business model
  - Geographic expansion
  - Product enhancements

**Series A**
- Typical investment size: USD 5 Mn – 10 Mn
- Purpose:
  - Scale user base
  - Extend product line/offerings
CHECKLIST BEFORE REACHING OUT TO INVESTORS

**Preparing a Pitch Deck**

Key Points that the pitch deck should include:
- Company Overview
- The problem and how you solve it
- Product details
- Team overview
- Basic numbers
- Competitive analysis and USP
- Funding Ask

**Creating a Business Plan**

Key points to keep in mind:
- Avoid overstating Business Plan numbers
- Fund Usage should be clear in the plan along with the areas of deployment

**Shortlist Investors**

Key points to keep in mind:
- Shortlist investors who’s investment thesis suits the type of product/business you have
How to raise

- Approach
  - People you know
  - Competition
  - Advisors/Mentors
  - Cold emails

- It’s a marathon, not a 100 M sprint
The Pitch

- The elevator pitch
- Story Telling
- Power Point Slides
Talk About:

- The Problem
- Why does the Problem persist
- Market size and potential to grow over time
Talk About:

- Your Solution
- What are the current solutions and how are you different
- What do you currently have?
- Technology
Talk About:

- Your Competition
- Provide a Competitor Analysis
Business Model

Talk About:

- How will you get customers?
- How will you make money?
- How much will you make per customer?
- What is the cost of providing the service/product?
- What is the cost of customer acquisition?
Operations & Achievements

Talk About:

- Pilot clients and revenues & operations
- Product/Service Status
- Press reports, references, web site performance etc
- Any other achievements
Talk About:

- Financials, amounts of previous investments
- Amount you are expecting from us
- Milestones you will achieve in the 12-18 months
- Next round

The Ask
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<th>Pitfall</th>
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<td>1</td>
<td>Not preparing for the Series A post seed/angel round</td>
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<td>2</td>
<td>Starting the fundraise process too late</td>
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<td>3</td>
<td>Not identifying the right investor</td>
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<td>Not being ready for due diligence</td>
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PROCESS OF RAISING SERIES A

1. Share pitch deck with investor
2. Initial call or meeting
3. Basic analysis by investor
4. Meeting with Partner / Principal
5. Term Sheet issuance
6. Meeting with the Investment Committee
7. SHA Sign off
8. Due Diligence
Lead Angels
Assisting Early Stage Investments
BUSINESS VERTICALS

**LEAD ANGELS NETWORK**

PAN India Angel Network, with a focus on early stage investments (upto USD 500K) in startups. Manages a portfolio of 24+ active investments.

**LA MANAGEMENT & PROFESSIONAL SERVICES (LAMPS)**

Provides legal, accounting and documentation services to startups across all stages to speed up turnaround time.

**SVAAS (Holding Company)**

Harnessing Synergy of Operations

**LEAD ADVISORY SERVICES (LAS)**

Provide financial advisory services to startups to raise funds from VC’s and PE’s. Focus on transactions with a ticket size of USD 1 Mn to USD 5 Mn.

**LEAD ANGEL FUND**

Proposed Angel fund focus on Pre-Series A and Pre-Series B stage investments.
Lead Academy
Online School for Startups

8 weeks to understand all about what it takes to build a startup! Learn firsthand from successful Founders, Angel Investors & Industry Experts about key aspects of business and entrepreneurship with the help of case studies and micro projects.
Learn more about the course at

edu.leadangels.in

Ishan@leadangels.in

10% off for students who fill this survey

https://forms.gle/aWhk5konTeh5aj9s7

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Lead Academy – Some Events

- Angel Investing Masterclass IITK, Mumbai
- Twin Track Event IITKGP Alumni Association Bangalore
- Startup Showcase Bangalore
- Angel Investing Workshop, MDI Gurugram
SUSHANTO MITRA
Founder and CEO
- First external CEO – SINE
- Previously director at Hyderabad Angels
- Member of Mozilla Open Software Support – India and NASSCOM10K
- Over 20+ years of experience in Financial Services and the Entrepreneurial Ecosystem

E N VENKAT
Board Member
- Partner at Aavishkaar Frontier Fund
- PGDM from IIM-Ahmedabad & BE in Electronics Engineering from BITS Pilani
- 25+ years of experience in BFSI, media, logistics in India, Middle East and Hong Kong

ATUL PRADHAN
Advisor
- Founder of Transfolign Consulting LLP, a management consulting firm
- 25+ years of experience in the Financial Services, Consumer & Industrial Markets, IT / ITES
- Served as the Managing Partner of KPMG Consulting
TEAM - MANAGEMENT

SUMAN SENGUPTA
Head – Professional Services

- Chartered Accountant and Economics graduate with 20 years of finance, strategic planning, and treasury experience in the industrial, telecom and IT industries

MANISH JOHARI
Senior Vice President

- BE in Electrical Engineering from MNIT Jaipur
- MMS Finance from Welingkar’s Mumbai
- Over 2 decades of experience covering Fund raising & Growth Strategy consulting for Tech Companies

RAJEEV RANKA
VP – Investments

- IIT-B graduate in Civil Engineering
- Worked with Deloitte and Rocket Internet across India, SEA and EU
- Experience in Deal Analysis, Execution and Portfolio Management
EXECUTIVE TEAM – LEAD ANGELS NETWORK

KRUTI RAIYANI
Manager – Investments (West)
- Masters in Banking and Finance from the University of Mumbai
- 4 years of experience in Financial Services and Investment Banking focusing on sectors such as Fin-tech, Food & Beverages, Consumer and Technology

ISHAN JINDAL
Manager – Investments (North)
- IIT – Delhi graduate
- Founder of 2 ventures with over 4 years of experience in the food industry, IOT & consumer tech and mobile app industry
- Worked with Da Vinci Derivatives and Blume Ventures

KALPANA DUBE
Investor Advisor
- M.Sc. Delhi University & Business Leaders program from IIM Calcutta
- Senior Technology Leader with more than 3 decades of Leadership roles at IBM, GE and TCS
- Board member, Business Advisor, and also a Mentor for Start-Ups.
ADITHYA MATHIVANAN
Manager – Technology and Community

- BE in Mechanical Engineering from PSG College of Technology, Coimbatore
- 2 years of experience supporting startups in social outreach and product development at IKP EDEN incubator

ADIL DOLANI
Network Development Manager

- BMM in Advertising G. N. Khalsa College,
- 4 years of experience in Business Development across startups in reality sector and crowd funding
MANAGEMENT TEAM

FENIL ZAVERI
Associate
Chartered Accountant by profession with an experience of 5 years in Accounts, Taxation, due diligence, transaction advisory and Investment Banking focusing on sectors like F&B, Fin-tech, Logistics, Consumer and Technology.

TANMAY YADAV
Analyst
Bachelors in Management from University of Mumbai and has 3 years of Experience working in start-ups across various functionalities, in sectors such as F&B, retail and consumer.
THANK YOU