

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

- 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

Solution

Talk About:

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

Competition

Talk About:

- Your Competition
- Provide a Competitor Analysis

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

The Ask

Talk About:

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

COMMON PITFALLS TO AVOID

1

Not preparing for the Series A post seed/angel round

2

Starting the fundraise process too late

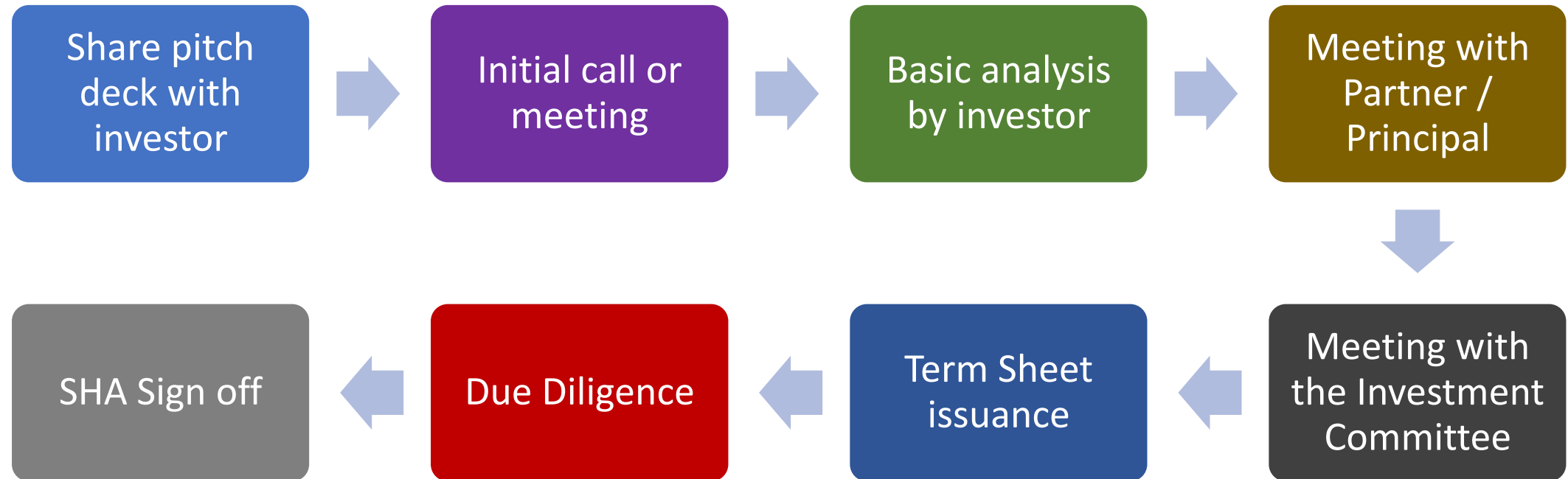
3

Not identifying the right investor

4

Not being ready for due diligence

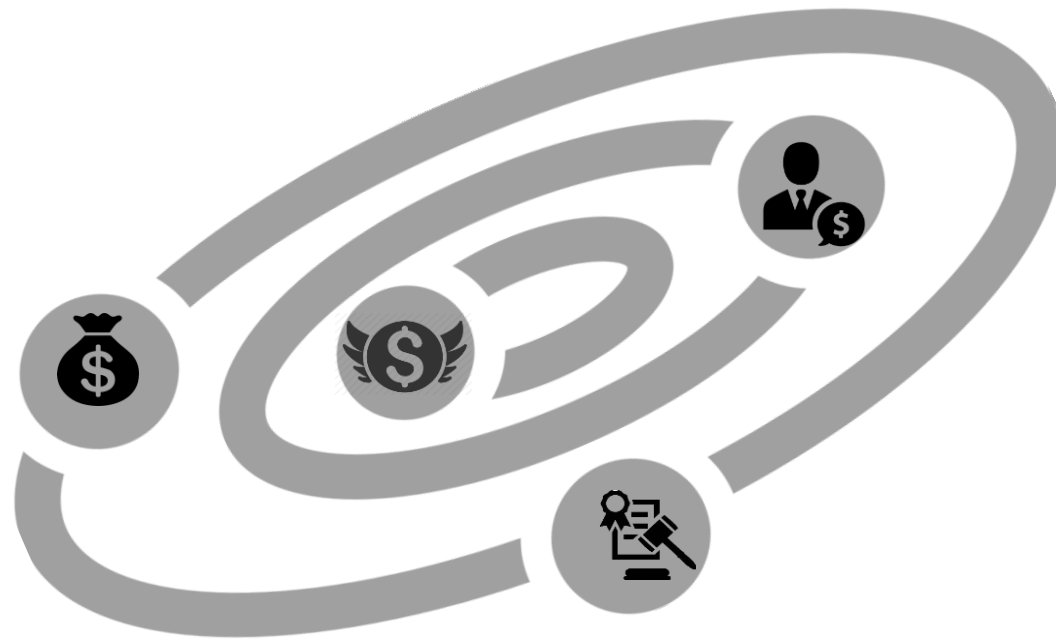
PROCESS OF RAISING SERIES A



Q&A

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



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

Harnessing Synergy of Operations

Lead Academy Online School for Start



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.



Free

Startup Essential Toolkit

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.

36
Lessons





Learn more about the
course at

edu.leadangels.in

Ishan@leadangels.in

10% off for students
who fill this survey

<https://forms.gle/aWhk5konTeh5aj9s7>

<p>1 Introduction to the Course -</p> <hr/> <ul style="list-style-type: none">  Why should you Startup? FREE PREVIEW  Case Study: Shopkirana- A word from the founder FREE PREVIEW  Lead Angels as an Ecosystem FREE PREVIEW  Interactive Session: Overview of the Course FREE PREVIEW 	<p>2 Problem Identification and Ideation +</p>
<p>3 Idea Validation - I +</p>	<p>4 Idea Validation - II +</p>
<p>5 Creating Value Proposition for Your Venture +</p>	<p>6 Traction- How to Attract Customers +</p>
<p>7 Valuation and Fundraising +</p>	<p>8 Capstone- Idea Storming +</p>

Lead Academy – Some Events



**Angel Investing
Masterclass IITK,
Mumbai**



**Twin Track Event
IITKGP Alumni
Association
Bangalore**

**Startup Showcase
Bangalore**



**Angel Investing
Workshop, MDI
Gurugram**



TEAM – BOARD & ADVISORY



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.

EXECUTIVE TEAM – LEAD ANGELS NETWORK



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