



STARTUP SUPPORT & FUNDRAISING

Preparing tech hub managers to be financial mentors

Facilitator: Kola Aina



VENTURES PLATFORM

- Smart capital through our early-stage fund, **Ventures Platform Fund**. We are invested in over 30 startups across the continent.
- Infrastructure and nurture communities of entrepreneurs and innovators through **Ventures Park**
- Build pipeline by providing capacity and ecosystem support through our not-for-profit - **Ventures Platform Foundation**



Some of the startups we've funded



Kudi.co



Piggyvest.com



Thriveagric.com



Paystack.com



mdaas.io



troveapp.co



RelianceHMC
reliancehmo.com



mines.io

...and many more!



BY THE END OF THIS SESSION YOU WILL:

- Be better prepared to be an effective financial mentor
- Be able to decide what type of startup to focus on
- Outline ways to improve your dealflow
- Understand how to manage your funnel



Section 1

Becoming a Financial Mentor



What is a Financial Mentor?

A financial mentor is a trusted guide or counselor that helps a person in the arena of business, personal finance and investments.

A financial mentor is a person who can guide startups to successful fundraising





RESPONSIBILITIES OF A FINANCIAL MENTOR



Guidance and Planning



Reviewing



Coaching



Introductions



CHARACTERISTICS OF A GOOD FINANCIAL MENTOR

01

Entrepreneurial Expertise

02

Rich Network

03

Trusted

04

Provides honest feedback

05

Socratic

06

Facilitates open dialogue



Section 2

Preparing Startups to Fundraise



WHY SHOULD STARTUPS CHOOSE YOU?

YOUR THESIS

Your “Why?” should be clear and ensure target startup align accordingly



YOUR USP

You have to bring something unique to the table



BUILDING YOUR THESIS STATEMENT

01

What is your Why?

02

What do you want to achieve?

03

How are you creating impact?

04

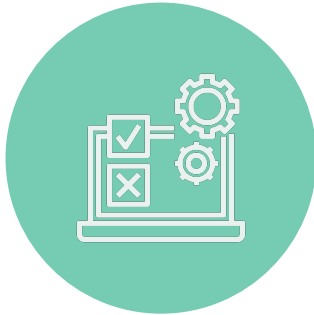
What are your internal capabilities?

05

Assess the needs of your external environment

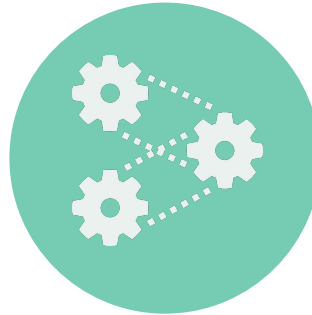


BUILDING A KILLER FUNNEL



BUILD YOUR SELECTION CRITERIA

What are you looking for in a startup?



ESTABLISHING YOUR PROCESS

What does your process for finding and securing startups look like?



ASSESSING DEAL FLOW

Are you getting access to the best startups? If not, how?



HOW DO YOU GET THE RIGHT STARTUPS

01.

Referrals from investors

02.

Referrals from portfolio companies

03.

Proprietary inbound system

04.

Ecosystem Events



GETTING YOUR STARTUPS READY



Assessing investor readiness e.g. the POEM or VIRAL Framework



Pitch Deck Creation & Pitching



Relevant Documentation



Fundraising best practices e.g. plan ahead



HOW TO FUNDRAISE

01

Diagnose your readiness

02

Develop Plans on use of
funds, timelines etc

03

Build your pitch & Data
Room

04

Investor Research

05

Fine-tune your pitch

06

Test and Iterate

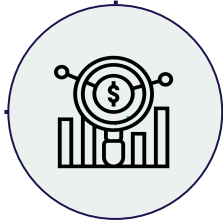
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Investor Engagement



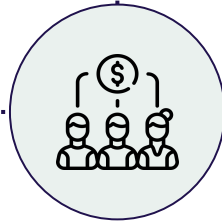
TYPES OF FUNDING OPTIONS

01



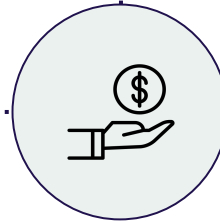
Equity (priced and unpriced)

02



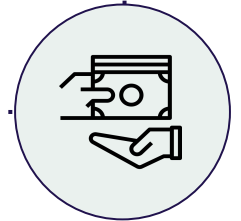
Crowdfunding

03



Grants

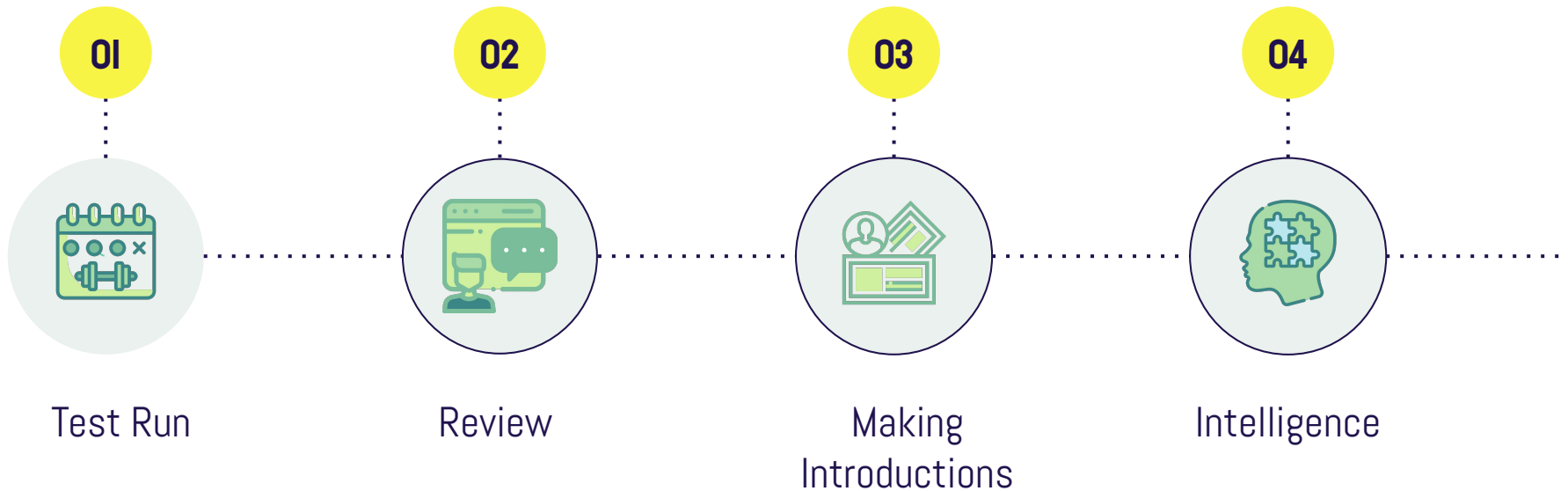
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Loans



THE ROLE OF HUB MANAGERS IN FUNDRAISING





BUILDING YOUR HUBS CAPACITY TO SUPPORT FUNDRAISING

01



Build & nurture a pool of partner investors

Set up a fund



02

03



Support in conducting due diligence and corporate structure

Host Demos



04



CASE STUDY: VENTURES PLATFORM

- How has Ventures Platform strengthened financial mentorship
- How we find our startups
- Lessons learned from working with startups and in the VC space



Thank You!

Questions?