

Raising Capital Seminar Appendix:

October 16, 2020

The Process & The Pitch:

- [How to Raise Money – It's a Journey Not an Event – Steve Blank](#)
- [Angels Tell the Truth: What Makes a New Company Fundable- Cathy Connett](#)
- [30 Questions Investors Ask During Fundraising – Alex Iskold](#)
- [4 Major Startup Funding Mistakes First-Time Entrepreneurs Make \(And How To Avoid Them\) - Tero Isokauppila](#)
- [Private SaaS Company Valuations: Q3 2020 Update - SaaS Capital](#)
- [11 Questions Founders Need to Ask Investors During the First Meeting](#)
- [Why No is the Next Best Thing After Yes – Alex Iskold](#)
- [Founders, Beware of Happy Ears – Alex Iskold](#)
- [25 epic, must-read blog posts about fundraising – Alex Iskold](#)
- [Your Startup's Competitive Advantage – Alex Iskold](#)
- [How a seed-stage company can run a simple and effective board meeting – Alex Iskold](#)
- [How to ask me \(and others\) for an intro – Alex Iskold](#)
- [Don't take intros from investors who aren't investing in you – Alex Iskold](#)
- <https://www.strictlyvc.com>

Pro Forma

- [Preparing a SaaS Company for a Capital Raise – SaaS Capital](#)
- [How to Read a Balance Sheet \(The Not-Boring Version\) - Andrew Youderian](#)
- [The Finance Function: Looking Back And Looking Forward](#)
- [What is LTV:CAC Ratio? – geckoboard.com](#)
- [The False Confidence of the LTV/CAC Ratio for Early Stage SaaS Startups – Tomasz Tunguz](#)
- [Unpacking the Deep Diagnostic Value of LTV/CAC for SaaS Startups](#)
- [The Math Behind SaaS Startup Customer Lifetime Value](#)
- [SaaS Cost of Goods Sold for Startups](#)

Cap Table & Term Sheet

- [Why Convertible Notes Are Sometimes Terrible for Your Startup. – Mark Suster](#)
- [Convertible Notes and Safe Notes – Fred Wilson](#)
- [National Venture Capital Association Model Term Sheet](#)
- [Summary of Equity Offering Terms – Joe Leo, BrownWinick Law](#)