

**FundWA**

# Cheat Sheet

**How to get in front of FundWA  
and increase your chances of  
fundraising success.**

# Mandate

We only invest in companies that meet our mandate. This is how we continuously filter companies that contact us and throughout our investment process. If you're ever unsure about how to address any of these points, feel free to get in contact.

Western Australian	<p>We only invest in businesses located in or with a close connection to WA at the time of initial investment. The location of a businesses' principal place of business, where its intellectual assets are developed, and the location of the majority of employees will all be considered in determining whether there is a close connection to WA.</p> <p>Generally, we define Western Australian companies as those where the founders and core team are based in the state. It's perfectly fine if you expect this to change over time, as we understand that WA is too small a market for many ventures.</p>
Industry-agnostic	<p>Innovation can come from any industry, so we don't limit our investments to the ones we know best.</p>
Seed to Series-A	<p>Every fund has their own way of defining the various stages of a startup's lifecycle. These definitions are general, but should give you some idea of how to present your startup.</p> <p>Seed stage companies have developed an early product and have started to generate sales. Their goal is to develop a more polished product and an oiled and scalable flywheel.</p> <p>Series-A companies are looking to pour fuel on the fire. Your unit economics allow you to acquire customers and allow you to use the proceeds to capture even more.</p> <p>It's important to note that these stages are significantly different for many types of companies, such as medical technologies who may not achieve revenue. In this case, business-specific traction and progress is most important.</p>
Innovative	<p>Intellectual property gives startups their superpower in the marketplace.</p>

	<p>We only invest in companies that have an edge in the form of a scientific discovery, novel process or offering.</p> <p>To clarify, we recognise that this doesn't always come in the form of patents. Software companies, for example, tend to innovate by creating a new and more efficient or effective product or service.</p>
Long haul	<p>We're here for the long haul. We typically seek to go on a 5 to 7 year journey before an exit event.</p> <p>We understand there are inherent uncertainties around when an exit opportunity may present itself. We simply ask that founders consider whether they want a quick exit, or create a fast, large and enduring company.</p>

## When should I reach out?

The answer is sooner rather than later! We discourage founders from reaching out to us when their bank account is almost in overdraft. Give yourself at least 12 months of runway to speak to investors. Whilst we do our best to move fast, fundraising can take months to finally close.

Starting a conversation before you're ready to raise and building a long term relationship with us can be tremendously helpful to speeding up the investment process. It also allows us to get to know you, and the business, and coach you towards investment, if that's the pathway you want to take.

## How to get in front of us

The nature of venture capital, unfortunately, makes it difficult to stand out against the crowd when it comes to fundraising. Whilst we try to review every pitch deck we receive, the best avenues are through face-to-face conversations.

Our team can be frequently found at many of WA's startup events. A brief conversation can help you to get on our radar.

Typically one of our team will take the time to meet with you for an initial introductory meeting. If we see a good fit, we may then invite you to meet and pitch to our team.

# Pitching FundWA

Pitching can be a stressful process for founders; that's why we consider ourselves very founder friendly and work hard on making it a comfortable process for all.

To alleviate some of the pressure, we've created a list of key slides we like to see in pitch decks. Nailing these points also helps us to accelerate our investment process.

<b>Your founder background and journey to start the company</b>	We invest in teams, first and foremost. Tell us about your journey, projects you've led and how you started the company.
<b>Customer segments and pain points</b>	Show your deep insights into your customer's lives and pain points. Back it up with proof that this pain point exists.
<b>Product or solution and how it is unique.</b>	How do you address your customer's pain points? Do you have any statistics that demonstrate the problem being alleviated?
<b>Market size and growth rate.</b>	We highly recommend undertaking your own analysis of market size for your product based on your customer segment/s and pricing strategy. Please don't simply use industry reports.  'Why now?' is also a great question to answer in your deck. What are the market variables, such as consumer behaviour or economics, that are converging that mean that today is a fantastic time to take your business to the next stage?
<b>Go-to-market strategy</b>	Demonstrate how you will acquire customers at large. We are interested to hear the where, how and when from you.

<p><b>Current traction and historical milestones achieved</b></p>	<p>Where is your business in terms of traction today and what have you achieved in the past? Where do you want to go in the future?</p>
<p><b>Competitive landscape</b></p>	<p>Who do you think are your primary competitors and how does your business compare based on the pain points you believe you are solving?</p> <p>In situations where you may have limited competition, it is always worth comparing your solution to the status quo. How do customers currently solve their problem?</p> <p>Remember to keep it real when talking about your competition!</p>
<p><b>Team, including Founders, Board, Advisors and overall cap table allocations</b></p>	<p>We want to know who else is in your corner. Provide a short overview of each key team member of your management team with a brief overview of their background and what they bring to your business.</p> <p>If you have an advisory or formal board established, let us know the composition and why you chose each member.</p> <p>When it comes to the cap table, we want are looking to understand who holds current ownership stakes in your business. Please include your equity, investors and any employee shares.</p>
<p><b>Revenue forecasts</b></p>	<p>We understand that revenue forecasts in the early stage are inherently difficult to project. However, founders can make educated guesses about what they believe their company can achieve.</p>

<p><b>Key risks in your business and how you think about mitigation.</b></p>	<p>No startup exists without risk. We think it's important for founders to acknowledge the key risks in their business and develop strategies to mitigate.</p>
<p><b>Your investment ask</b></p>	<p>How much do you intend to raise and what do you plan to do with the investment? Provide us with some granularity around this.</p> <p>We don't expect you to provide a valuation, as this is something we work with founders on at a later date. If you have strong feelings towards valuation, you are welcome to include the price in your deck.</p>

## Evidence and traction

The best way to improve your chances of receiving investment is demonstrating evidence and traction in your pitch deck. This is not only from a third party, such as research conducted on your particular problem space, but first-hand evidence.

For example, do you have usage data from your early customers that demonstrates their love for your product? Do you have potential partners who want to work with you? Do you have insights from domain experts that sing your praises? The more evidence that you have to bolster your growth plans the better.

## Keep it simple

The best pitches will always be the ones that are easiest to follow and understand. Keep your narrative sharp and to the point, including commercial outcomes. You are not expected to speak to every single aspect of your business during your pitch. There will be plenty of time for questions and answers after your pitch.

## Be ready for a process

Venture capitalists must conduct adequate research and due diligence to best serve their own investors. As such, we cannot make decisions within one meeting. Be prepared to meet us at least several times and answer many, *many* questions.

## **Diverse founders are welcome**

Our team is highly cognisant of the inequities in venture funding based on gender, ethnicity, and geography. We strive to create a process and environment that is friendly and inclusive of founders from all backgrounds.

## **Reverse due diligence**

Yes, you can put FundWA through your own due diligence process. We strongly believe in being 'smart money' and supporting you to be successful. This is a bespoke process and depends on your unique business and challenges, so be sure to ask us how we can support you.

We look forward to meeting you!