FundraisingMastery

Group 4 Meeting Sheet

Name	Weeks 1 & 2	Weeks 3 & 4	Weeks 5 & 6	Weeks 7 & 8	Weeks 9 & 10	Weeks 11 & 12
Kay Lim	Leader & Scribe	Vibe Squad	Leader & Scribe			
Tino Go	Vibe Squad	Scribe	Scribe			
Kayla Comalli	N/A	Time Keeper	Vibe Squad			
Sree Chintala	Scribe	N/A	Time Keeper			

Structure / Agenda:

- Set Time & Date (**Leader**)
- Meet on Zoom with video on
- Divide up the time (**Time Keeper**)
- Each person:
    - State Intention (30 seconds)
    - Report on action items
    - What's working
    - Challenges
    - Reflections
    - Choose & record action items
- Record action items on group meeting sheet (**Scribe**)
- Keep the vibe positive (**Vibe squad**)
- Conclude

Week 1 & 2 Action Items:

Agenda: Get to know each other and discuss in the scrum structure

- Tino Go

- Intentions
    - Go through the process to organize own processes
    - Watering phase.
    - Launched raise on Figure.com marketplace
- Challenges:
    - Not having enough runway.
    - Getting investors has been very hard as this is not an attractive industry to VC.
- Action Items

    - Get organized with Fulcrum activities
    - LIttle bit lost in the Fulcrum activities
- What's working
    - The world is catching up to the idea.
    - Pitching certainly gotten better
- Reflection
    - Not being in investible category, I should pitch enterprise construction-tech value prop
    -
- Action items
    - Test the hypothesis pitching enterprise customers

\- Scott Glosserman

- Intentions
    - To figure out what's happening at Fulcrum.
    - At Watering stage
    - Nail an anchor
- Report Action Items
    - Catchup on the boot camp
    - 5-word exercise - done
    - Top 5 investor list - done.
    - Continue to reach out to new investors
    - Continue to run the company
- What's working
    - Product is working.
    - Investor FAQ is completed.
    -
- Challenges
    - Explaining product is difficult
- Reflections
    - Early stage VC only invests in Enterprise only. Debating get referrals or feedback.
    - Very large enterprises use their product.
- Choose & record action items
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\- Sree Chintala

- Intentions
    - Spend more time for Fulcrum
    - Need more structure in everyday working environment
- Challenges
    - Need to stop tweaking business model whenever applying to accelerators or investors

    - Have two paths (one for crypto and the other for non-crypto). It's hard to balance or prioritize it
- Action items
    - Catch up on Fulcrum program
- What's working
    - Feels like lagging behind. Need to have priority and stay focused
- Reflection
    - There is a lot of information about resources and the capital market. Would like to have a structured system, like CRM. Would like suggestions
- Action items
    - Get the calendar filled up for fundraising process

\- Kay Lim

- Intentions
    - Have the fundraising process in place.
    - Goal is to use CRM for fundraising process
    - Also launching the app
- Action Items
    - Catchup on the audio
    - Pour effort into sourcing the investor meetings
    - Focus on 100 meeting game
- What's working
    - Found the story investors like
    - Simplify my story and customize it
    - Every investor has different investors
- Reflection
    - It's important to connect with the right investors.
    - Wasting so much time with later stage investors asking for impossible information
    - Be more strategic about how I tell my story
- Action items
    - Stick to the worksheet and find the investors to work with

<u>Week 3 & 4 Action Items</u>:

- Tino Go

- State Intention (30 seconds)
    - Staying on track with tasks
- Report on action items
    - A lot of networking
    - Implementing on building blocks (tilling and planting)
- What's working
    - Stories are getting better and clearer; better alignment/resonating with multi-year strategies

- Challenges
  - Cash! - will ask existing investors to invest more post launch of configurator
  - Ask whether manufacturing partners would be interested in equity investments.
  - Anticipating sales through the manufacturing partners from projects that they can't or won't do (as they get the manufacturing revenues from the referrals)
- Reflections
  - Finding this program very effective and concrete
- Choose & record action items
  - Continue to network, nurture relationships, get referrals

- Kayla
- State Intention (30 seconds)
  - Wrap up connections, make new connections
  - Work on investor list
  - Reflecting on who would be good to network with
- Report on action items
  - Continue to go to events, meet new connections, work off of the investor list
- What's working
  - Instead of late summer, saying Q3 so that we have flexibility in timeline
  - Structure/process is working well
- Challenges
  - Restructuring the view that we have been fundraising
- Reflections
  - The program is concrete and forces accountability
  - Structure is so valuable, especially the sales funnels
- Choose & record action items
  - Continue to network
  - Investor list
  - Finish the first version of email pitch deck

- Kay LIm
- State Intention (30 seconds)
  - Stay organized and stick to the process
- Report on action items
  - Tilling and planting exercises
  - Investor list
  - Coffee chats
- What's working
  - The structure is great
- Challenges
  - Networking and shyness
  - Getting product and company development going at the same time
- Reflections
  - Balance fundraising or product launch

- Choose & record action items
    - Continue on building blocks, develop investor list further, and build connector list

Week 5 & 6 Action Items:

- Tino Go

- State Intention (30 seconds)
    - Trying to fit existing collaterals into Fulcrum approach/format
- Report on action items
    - Good progress on recordings and context
    - Feel more comfortable on moving forward
- What's working
    - Networking with 5 word pitch and bullets
    - Building a good funnel of interests
- Challenges
    - Getting very tight with cash, but getting additional funds from current investors
- Reflections
    - Fulcrum is very structured and continues to improve
- Choose & record action items
    - Get the decks done
    - Build funnels for family offices and other investment thesis investors

- Kayla Comalli

- State Intention (30 seconds)
    - Overdrive with emails reaching out to investor list and starting to present
    - Identify potential lead investors
- Report on action items
    - Completed first version of presentation deck
    - Demo recording in process
    - Struggle balancing company building vs fund raising
- What's working
    - Funnel has been good to stay in scope
    - Structure and certain road map is working well
    - Created a post on LinkedIn and it worked to generate invitations to speak on panels (Yayyy!!)
- Challenges
    - Balancing work and context switching — need to stay prioritized is a challenge – needing parallel work is challenging
- Reflections
    - Reflecting is actually helpful — pausing is a helpful tactic to stay present and focused

- Choose & record action items
  - More meetings, more personal structure, more mindfulness

\- Sree Chintala

- State Intention (30 seconds)
  - Behind on 100 investor game
  - Need to get caught up, get organized
  - Crowdfunding launch
  - $250k revenues on books
  - Dealing with legal, competition considerations, patented IP
- Report on action items
  - Completed the presentation deck, email deck
  - Completed investor outreach emails
  - CRM is ready to start the drip campaigns
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- What's working
  - Reflecting and remove from self-criticism – focus on task to avoid context switching
  - Keeping the focus on #1 thing that matters
  - Blocking time for repeated tasks suchas check email, post on linkedin etc. reduces the urge to do many little things
- Challenges
  - The audio recording has a lot of information. Processing it and applying obviously takes time. If the workbook can map to audio bites it helps to listen to specific sections. It will also help to have links to reference sources.
  - Juggling many roles (especially for solo founders) is going to be a continuous challenge.
  - I don't have a huge contact list and my investor outreach is going to be 95% COLD. This worries me that, it's a numbers game and it's going to be a long haul. This makes me give little more emphasis on revenue / traction.
- Reflections
  - Reinforcing the fact that we are providing an opportunity to the investors help keeps the attitude right
  - Accepting the fact that we only need a handful of investors aligning and ready to invest, not everyone we meet along the way.
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- Choose & record action items
  - 100-investor catching up with schedule
  - Accelerate timetable to avoid holiday season on fund raising

\- Kay Lim

- State Intention (30 seconds)
  - Not enough outreach last week
  - Worked on building blocks last week

  - This week will do more outreach
- Report on action items
  - Catching up on program materials is continual challenge (audios)
  - Improve pitch deck
- What's working
  - The program structure is working well, in conjunction with the audio
- Challenges
  - More hours into the program, reaching out to investors, continue improving building blocks
- Reflections
  - Strucutre and content good, time management needs to be prioritized
- Choose & record action items
  - Get pitch deck in a good shareable state
  - Be tighter about process

Week 7 & 8 Action Items:

- Tino Go

- State Intention (30 seconds)
  - Caught up on blockers. Continuing to network!
- Report on action items
  - Caught up on blockers
  - Got the funnel set up with the lists from pitchbook etc.
- What's working
  - 5 word pitch
  - Short conversations
  - Got a coworking space, and it helps with networking too!
- Challenges
  - Operational challenges (e.g. project management) leading to a couple months of setback
- Reflections
  - Fulcrum is concrete and action-oriented. Tangibly helpful.
- Choose & record action items
  - Helping each other, especially those whom he met/networked with
  - Completed the presentation deck, email deck
  - Completed investor outreach emails
  - CRM is ready to start the drip campaigns

- Sree Chintala

- State Intention (30 seconds)
  - Behind on 100 investor game
  - Get ahead with the investor outreach programs.

    - Finding a side gig to support family expenses - this might eat into my time but gives me power to let the team run the show.
    - $100k revenue plan in motion
    - Finalize pitch decks
- Report on action items
    - Pitch talk track is consolidated and complete
    - Close to run the investor outreach
    - Started working on video marketing
- What's working
    - Keeping sanity and energized
    - Taking time
- Challenges
    - Continuing to evolve the intro; it keeps changing
    - Side gig to support the family
- Reflections
    -
- Choose & record action items
    - Continuing to make progress on building blocks and investor outreach

\- Kay Lim

- State Intention (30 seconds)
    - Two priorities - recruiting and fundraising
    - Calls with connectors
- Report on action items
    - Need to focus on investor meetings
    - More outreach to be done to get abundance
- What's working
    - Progress report is good to focus on building blocks
    - 6-month traction plan (recruiting & beta launch)
- Challenges
    - Time management is challenging
    - Attending local events (husband's traveling for work, and I need to take care of the kids)
- Reflections
    - Appreciate the action items on the progress report
- Choose & record action items
    - Keep working on the funnels
    - Work on the investor list - pick the most value investors

\- Kayla Comalli

- State Intention (30 seconds)
    - Need more investors in the funnells
    - Line up the connectors to filter high value investors
- Report on action items

- Venture starter event resulted in 8 of 10 are VCs
- Going to events is helping
-

- What's working
  - Context switching is becoming smoother
  - Hiring
  - Prepping for release
  - Became a lot easier to switch between tasks
  - Public posts on LinkedIn helping. Need help with it.
  - Can easily converse with VC (than podcasts)
- Challenges
  - Learning to say NO is becoming easy
  - Developing time is always a challenge
- Reflections
  - Feel a lot more comfortable with the new paradigm shift
  - A lot more confidence
  - Something has hit a new level of expertise
- Choose & record action items
  - Finish audio content (need to listen more)
  - Practice presentation

Week 9 & 10 Action Items:

- Tino Go

- State Intention (30 seconds)
  - Maximize meetings
- Report on action items
  - Keep meeting people and find the right match
- What's working
  - Targeting people connected people on linkedin
- Challenges
  - Don't feel abundance
  - Few second meetings. No commitments.
- Reflections
  - Keep going even when you are scared
  - Obfuscate the fear with
  - Back to back meetings give confidence
- Choose & record action items
  - Continue to meet people

- Sree Chintala

- State Intention (30 seconds)
  - Need to set up meetings
  - Got 2024 priorities
- Report on action items
  - Keep focusing on relationships
  - Working on financial traction (revenue through class)
- What's working
  - Webinar could be generating revenue.
- Challenges
  - Very little response on LinkedIn
  - May need to find side projects to fund it
  - Fear of what if this is not important to customers
- Reflections
  - Have a great product, just need to figure out the right customers and investors
- Choose & record action items
  - Continue to focus on products, customer acquisition, and adoption
  - Pursue the current revenue generation option and speed it up if possible
  - Tino will introduce a family office. Get one pager ready.

- Kay Lim

- State Intention (30 seconds)
  - Getting to the abundance of meetings / interest
- Report on action items
  - Quite a lot of rejections
  - People are responding before it was silence
- What's working
  - At the bottom of the watering
  - Linkedin connections accept it for blank requests. Response has been great.
  - Looking at streak pipelines
  - Interest from other investors -> getting interest
- Challenges
  - Don't feel the abundance of interest
  - 2 or 3 second meetings
  - Making progress in momentum while fundraising
- Reflections
  - Fundraising is the game of picking up ourselves when we fall down.
- Choose & record action items
  - Keep having meetings and pushing them with the mindset that this round will close

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Week 11 & 12 Action Items:

- Tino Go
  - State Intention (30 seconds)
    -
  - Report on action items
    -
  - What's working
    -
  - Challenges
    -
  - Reflections
    -
  - Choose & record action items
    -

- Scott Glosserman
  - State Intention (30 seconds)
    -
  - Report on action items
    -
  - What's working
    -
  - Challenges
    -
  - Reflections
    -
  - Choose & record action items
    -
- Sree Chintala
  - State Intention (30 seconds)
    -
  - Report on action items
    -
  - What's working
    -
  - Challenges
    -
  - Reflections
    -
  - Choose & record action items
    -
- Kay Lim
  - State Intention (30 seconds)
    -

- Report on action items
    -
- What's working
    -
- Challenges
    -
- Reflections
    -
- Choose & record action items
    -

\- Tino Go

- State Intention (30 seconds)
    -
- Report on action items
    -
- What's working
    -
- Challenges
    -
- Reflections
    -
- Choose & record action items
    -

\- Scott Glosserman

- State Intention (30 seconds)
    -
- Report on action items
    -
- What's working
    -
- Challenges
    -
- Reflections
    -
- Choose & record action items
    -

\- Sree Chintala

- State Intention (30 seconds)
    -
- Report on action items
    -
- What's working
    -

- Challenges
- Reflections
- Choose & record action items

\- Kay Lim

- State Intention (30 seconds)
- Report on action items
- What's working
- Challenges
- Reflections
- Choose & record action items