

How to raise a seed round?

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I'm a former founder who's reviewed over 30,000 pitches as a General Partner at Hustle Fund and as a former Partner at 500 Startups.

When I was a founder, I was absolutely clueless about how to fundraise. Hopefully this guide will help you raise a seed round.

Strategy

- [Not everyone should raise VC money](#)
 - [Different types of capital](#)
 - Applying to accelerators
 - [Should you do an accelerator?](#)
 - How to [ace the interview](#)
 - [Should you bootstrap?](#)
- Your idea matters a lot
 - [What makes for a good idea?](#)
 - [Why I wouldn't have invested in my former startup?](#)
- Understanding [why investors invest](#)
- You are [always pitching](#)
- The [hardest thing about fundraising](#)
- You should have [4 fundraising plans](#)
- [Generating momentum](#)
 - [How to raise \\$1.5m in 48 hours](#)

Preparation

- How to make a [collaborative list of investors](#)
 - Do [they all need to be value-add](#)?
- How to create a pitch deck?
 - Pitch decks that [stand out](#)
 - Where ppl [go wrong with pitch decks](#)
 - Should you [include financials](#)?
 - Ideal [email deck](#)
 - Ideal [in-person deck](#)
- How to get in front of investors?
 - Tips for [cold-emailing investors](#)
 - [How to write a cold-email](#)
 - How to [ask for an investor intro](#)
 - Who [should you ask for an investor intro](#)?
 - [Pitching friends and family](#)
 - When you're [not well connected](#)
- What is a [cap table](#)?
- What are SAFEs, convertible notes, and equity?
 - A [tweetstorm](#) on this
 - A [blog post](#) on this
 - Should you [raise on notes or equity](#)?
 - To [SAFE or not to SAFE](#)?

Meeting with and closing investors

- How to tranche your fundraise
 - [Why tranche your fundraise](#)
 - [Honoring commitments](#)
 - Why [seed rounds are dead](#)
- You need to [meet with lots of investors](#)
- Why investors [take a long time to decide](#) (and how to shorten that)?
 - Establishing [trust](#)
- How to think about big investors vs small investors
 - Should you take [small checks](#)?
 - [Are you an investment or an option](#)?
 - How to [close angel investors](#)?

- [Video version](#)
 - Do you [need a lead investor](#)?
 - A blog post on [lead investors](#)
 - [15 Annoying things](#) investors say
 - Do VCs [fund solo founders](#)?
 - What goes into a pitch conversation?
 - It's [not really a pitch](#)
 - What [questions you should ask](#) investors
 - What [questions an investor will ask you](#)?
 - How to [follow up](#)?
 - Following up with investors [who have rejected you before](#)
 - How [VC partnerships make investment decisions](#)?
 - On valuations
 - [How valuations are determined](#)
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