

Masterclass: How to raise venture capital in pre-seed - Building traction, a team, opportunity, and fundraising tactics

22nd Nov 2023 | 8:30am - 10am

Facilitator: StartHub Africa/Founders Lounge

Masterclass Overview

In today's dynamic entrepreneurial landscape, securing early-stage funding is crucial for turning innovative ideas into successful businesses. This masterclass will provide you with essential insights and strategies to navigate the challenging pre-seed funding journey. Building a compelling case for venture capital begins with demonstrating traction. We'll delve into the importance of proving your concept's viability by showcasing user engagement, customer feedback, and revenue growth. You'll learn how to create a solid foundation for your startup's journey by identifying key performance indicators (KPIs) that resonate with investors. In the world of venture capital, investors invest in people as much as they do in ideas. We'll explore the significance of assembling a strong and complementary team. You'll gain insights into the roles and responsibilities crucial for early-stage startups, how to attract top talent, and build a team that instills confidence in potential investors. Identifying and articulating your startup's unique value proposition is pivotal in attracting venture capital. This masterclass will guide you in crafting a compelling narrative around your market opportunity, competitive advantage, and scalability potential. Raising venture capital requires a well-thought-out strategy. We'll cover various fundraising tactics tailored to the Ugandan market. You'll also gain insights into valuation, term sheets, and negotiations to ensure you secure the best possible deal for your startup. By the end of this masterclass, you'll be equipped with the knowledge and tools necessary to take your pre-seed stage startup in Uganda to the next level.

Objectives

- To share with entrepreneurs, what the opportunities for pre-seed venture capital investment are in Uganda, how they can access these opportunities, and what business elements they need to make sure are in order before they do.

Methodology & Format

- Panel discussion & Q & A

Guiding questions

1. What qualifies a pre-seed startup?
2. Who are the VC investors putting money into pre-seed startups?

3. How can I best position my startup to take advantage of these opportunities?
 - a. Business model requirements
 - b. Human resource requirements
4. How do you best attract interest and get intros to an investor?
5. What are some of the legal ramifications of such investor relationships? What is the fine print I need to look out for?