

# 8 ESSENTIALS

# BEFORE RAISING FUNDS

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# BULLETPROOF STORYTELLING?

## Capturing attention

Your story must be *captivating* from the first few seconds.

## Structuring the narrative

Clearly articulate the *problem*, your *solution*, the *timing* and your *ambition*.

## Being concise

Eliminate anything that is vague or digressive.  
Answer the "4 *whys*".



# DO YOU HAVE SUFFICIENT MATURITY?

## Minimum Viable Product (MVP)

Investors are looking to accelerate *de-risked* projects, not to finance simple ideas.

*Non-dilutive solutions* (like Eurostars, EIC programs) exist.

## Traction

A successful fundraising round is often a *well-timed* one.

Avoid "burning your 'shot' too early.

## Equip yourself

- Key Performance Indicators (*KPIs*)
- Precise and measurable *milestones*



# WHY ARE YOU RAISING FUNDS?

## Strategic vision

Raising funds is a *lever* to execute a clear vision, not a form of social validation.

## Define use

Every *euro* requested must have a precise, strategic use.

## Mesurable plan

Link the amount to a *specific* plan.

Ex. 500K€

- 175K€ Team & Salaries (tech, sales, ops)
- 150K€ Prototype Development
- 75K€ Sales & Marketing
- 40K€ Operations
- 35k€ Regulatory/IP
- 25K€ Runway buffer



# REAL AND JUSTIFIED FINANCIAL NEED?

## Detailed Budget

Every euro must create *value*. No round, ballpark figures.

## Clear strategy

Establish a *precise* and *realistic* roadmap with successive and measurable milestones.



# IDEAL TARGETS?

## Precise targeting

Every investor has specific *criteria*: ticket size, sector, and stage.

Map them out by type, amounts, and investment theses.

Don't forget about *national* and *European grants*.



## Prioritized Shortlist

Prepare a qualified list of investors who are relevant to your project. Remember that quality is better than quantity. Don't pitch to everyone; find the right investors.

## Quality > Quantity

Don't pitch to everyone; find the right investors.



# POWER SHARING AND EXIT STRATEGY?

## Power Sharing

Raising funds means *welcoming* new partners with their own expectations. You will no longer be the sole master on board

Be prepared to *share* governance.

## Exit strategy

Investors come in to leave with a capital *gain*.

Think about your options: a build-up, resale, IPO, or LBO.

Draw *inspiration* from successful companies in your sector.





# READY TO BE CHALLENGED?

## Solidity Test

A fundraising round involves criticism, doubts, and categorical refusals. It's not a trial.

*Be ready to take it, bounce back, and adjust your approach.*

## Practice

Prepare an internal FAQ with all potential objections.

*Surround yourself with advisors and practice your pitch.*

*Accept feedback as an opportunity for improvement.*



# DO YOU HAVE THE TIME, ENERGY AND NETWORK?

SURROUND YOURSELF WITH AN EXPERIENCED FUNDRAISER  
TO STRUCTURE THE OPERATION.



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