

STARTUP COMPANY STEPS TO FUNDRAISING SUCCESS

START
#1

WHAT MILESTONE POST REPRESENTS YOUR CURRENT "POINT A" ON YOUR WAY TO YOUR DESIRED POST FUNDING "POINT B"?



YOU ARE HERE?



POINT A?

#11



Necessary funds collected to hire outstanding startup consultant or virtual executive



#12

Outstanding startup consultant / virtual executive hired to help navigate this path and slay the dragons that attempt to block your way



Detailed five year financial projections #15



Detailed driving assumptions for financial projections #14

Detailed strategies and tactics for realistic implementation defined #13

#16



Detailed action plan of all major and semi-major milestones



#17

Updated detailed five year financial projections reflecting action plan



#18

Go/no go decision?



#19



Self-funded/bank loan/investor funding decision made #20

Capital requirement calculations completed – how much money do you really need?

ROI



#21 “\$X = Y%”

Decision: what y% of your company will be exchanged for \$x?

#22

Decision: does y% and \$x offer a prospective investor a motivating ROI?

#23

Go/no go decision



#24



Set up company as LLC or incorporation in appropriate state #26

Domain name that matches company name purchased #25

Name of company decided

#27



Develop logo, corporate identity, corporate website, etc.



#28

Develop product and/or services website or web pages



#29

Develop pre-funding prototype of products and services if possible



#30

#33 PowerPoint deck “ready for prime time”

Entire business plan “ready for prime time” #32

Complete business plan narrative #31

Start selling products and/or services to show traction if possible

#34



Executive summary document completed



#35

One page summary document completed



#36

Reg D private placement memorandum completed



#37

#40

Begin securities law compliant fund raising

Form D filed with the SEC #39

Attorney review of offering documents and investor website completed #38

Password-protected, securities law compliant investor website completed

#41



Blue sky filings with appropriate states completed



#42 Generate list of suspects

#43

Legally solicit and pitch suspects

#44

Convert suspects into prospects



#45

Minimum level of funding successfully reached #48

Repeat above process of converting suspects to investors #47

Legally find more suspects #46

Convert prospects into investors





#49

Celebrate!

#50

Break escrow and begin implementing business plan

#51

"Point B" successfully achieved!

#52

Time to roll up sleeves and start implementing!



Elevator Pitch: "I Help Startups Start and Stay Started" With My Services - And My Network Of Angel Investors.

How Can I Best Help You Get To YOUR Post-Funding "Point B"?

Robert Lee Goodman, MBA
CEO & Chief Implementor
CEO@Chiefi.com

#53



"Point C" is now your new "Point B!"

For Fully Transparent Pricing and Information On How My Chief Implementor Consulting Service Can Help Your Startup Company With ALL Of The Above 53 Milestones – Including Help Finding The Right Angel Investors For Your Startup, Please Check Out These Two Links:

ChiefiImplementor.com
StartupCompanyInvestors.com

