

Activity 1: How Much Would You Raise Right Now?

Identifying the right amount of funding and timing when you raise it can have significant long term implications. How much funding does your startup *really* need to raise? Should you value your company aggressively or modestly at the start?

How do you know how much to ask for? What's your method for approaching fundraising right now?

In this activity you'll

- Put a clarifying lens on your intentions for raising capital
- Articulate your baseline approach to fundraising and establish a foundation that subsequent workshop activities will build on

Steps:

Choose a partner. Plan to work with the same partner throughout the workshop. Hosts will serve as a partner in the case of an odd-numbered group.

Working independently

Everyone completes all parts of #1 on the scenario sheet, responding with the first answers that spring to mind.

- Don't overthink this exercise or worry about choosing the perfect goals.
- The purpose is to list top of mind goals and recognize if you have a plan to achieve them. You'll begin to develop a plan throughout the workshop.

Working with partner

1. Choose one partner to act as Founder and share answers first. Founders have 1 min to:

- verbalize a general, high level, 1-sentence summary (about 10 seconds) of their startup.
- share their answers to #1 with Partner 2 who listens critically.

2. Reverse roles.

3. After both people have shared their answers, each person answers #2 on the scenario sheet. Then partners have 1 minute to discuss reactions to #3 and any questions they have for one another. Consider:

- Could you quickly identify goals?
- How confident do you feel with the quick decisions you just made?



How Much Funding Do You Need to Raise?

An HBS Accelerate Workshop

What If? Scenario

1. What if you had the opportunity to meet with an investor tomorrow? How much capital would you ask for and why? Off the top of your head, list 3 goals you'd like to accomplish with the funding. How long would each take? What would you need to do? Answer as much as you can, rapidly. If you don't know the answers, that's okay—that will change. Right now, you're noting your baseline.

<p>Goal 1</p>	<p>How long would it take?</p> <p>Major steps to accomplish?</p>
<p>Goal 2</p>	<p>How long would it take?</p> <p>Major steps to accomplish?</p>
<p>Goal 3</p>	<p>How long would it take?</p> <p>Major steps to accomplish?</p>

2. Your baseline: After both partners have shared, ask yourself: how confident do you feel with those goals?

<i>Quite confident</i>	<i>Somewhat confident</i>	<i>Okay. Plausible plan.</i>	<i>Some doubts</i>	<i>Uncertain</i>
<i>Ready to move ahead</i>	<i>Some areas to clarify</i>	<i>Several murky areas</i>	<i>Needs development</i>	<i>Ready to develop plan</i>
5	4	3	2	1