



# Raise Programme

## Information Pack

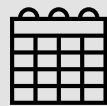
Supporting you in preparing for raising and negotiating your next funding round.

# Who we are – PwC Raise initiative

**At Raise, we support fast growth scale-ups like yours to secure your upcoming Series A funding (€2m–€10m).**

With us, you will be introduced to venture capital firms and family offices, ensuring that you receive the terms that are best-fit for your business.

## Raise Overview and our criteria



November 2020 –  
February 2021



Annual revenues > €500k



Virtually



€2m–€10m investment



12 weeks programme



B2B Software

## Your benefits

**Our objective is to make the fundraising process for entrepreneurs and investors as efficient as possible, and minimize the high levels of disruption typically associated with a fundraising for the management team.**

Investor Readiness	Get prepared by fundraising experts in the most efficient way with least disruption for you and your business.
Investor Network Access	Benefit from our long lasting relationships to hundreds of investors. We make warm introductions, bringing up opportunities and helping you to find your perfect investor.
Expert Masterclasses	Join expert led masterclasses to enable you to be ready to raise funds effectively. Gain valuable insight and expertise that will help you to articulate your strategic proposition and make sure your business is fit for scale.
PwC as your growth partner	Profit from direct access to our experts and industry leaders within the global PwC network. We will stand by your side throughout the entire process and support you during negotiations.

# Raise Programme roadmap and expectations

Focus, commitment and efficient value-add is our priority when it comes to our Raise programme. Hence, we follow a dedicated schedule that allows you to run your business as usual while benefiting from a sleek workshop structure.

1

## Week 1 Kick off

Meet the companies on the programme, institutional readiness and due diligence checklist.

2

## Week 2 Market and value proposition

Size of the prize, go-to-market strategy, sales traction, and the best way to communicate it to investors.

3

## Week 3 Finance and valuation

Modelling best practice, (e-)valuation benchmarks and business specific KPI's.

4

## Week 4 Negotiation and Deal Closing

Settling with business partners and investors.

5

## Week 5 Legal Workshop

Term sheets, process and negotiation tactics.

6

## Week 6 Pitch Practice

Body language, presentation tips, and pitch best practice, also for virtual presentations.

7

## Week 7 Investor Proposition

Return on investment, use of funding and investors' view to develop a valuable investment story.

8

## Week 8 + 9 Final Practice

Final run through with pitch coaches to prepare for the Investor Days.

9

10

## Week 10 Pre-investor Day

Pitch run-through and feedback with a guest investor panel before the big days.

11

## Week 11 Investor Day I German base

Pitch to ~50 VCs and investors followed by networking.

12

## Week 12 Investor Day II European base

Pitch to ~50 VCs and investors in London, followed by networking.

## We are here for you



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You can directly apply [here](#) to be part of our Raise Programme!

# Raise Programme investor ambassadors

Introducing early-stage investor ambassadors gives you the chance for immediate interaction and key insights into the core of investor's investment criteria.



PwC's Raise programme has been an important milestone for us. It was thorough, very professionally executed and challenged our thinking as entrepreneurs. Most importantly, it delivered on the promise of getting us ready and connected with investors we would not otherwise have reached.



**Shoba Purushothaman**  
Co-founder, Hardskills



**Axel Nitsch**, High-Tech Gründerfonds

HTGF is one of the most active seed investors in Europe for innovative tech startups. Companies should not be older than 3 years, and have received < € 500k in funding. HTGF focuses on digital tech, industrial technology, life sciences, chemistry with a ticket size of up to €1m as lead or co-investor in Seed & Series A start-ups.



**Thorben Rothe**, Iris Capital

Iris Capital is a pan-European VC interested in tech innovators. Driven by new technological advances, Iris Capital invests in concepts that are disrupting markets with promising technology. Iris Capital focuses on industry 4.0, B2B solutions, and emerging technologies in Seed to Series C with ticket sizes up to €30m.



**Jörg Binnenbrücker**, Capnamic Ventures

Capnamic Ventures is a leading early stage venture capital firm based in Berlin and Cologne aiming to be the first institutional investor, trusted partner and companion of top entrepreneurs. Capnamic Ventures focuses on B2B solutions, digital infrastructure and digital transformation, with ticket sizes up to €3m in Seed to Series B.



**Miroslav Dimitrov**, SAP.iO

The SAP.iO Foundries are SAP's global network of equity-free startup accelerators that help promising startups integrate with SAP solutions and accelerate their entry into a curated, inclusive ecosystem whose offerings can be easily accessed and deployed by SAP customers. SAP.iO Foundries operates in 9 major startup hubs worldwide, primarily working with Post-Seed to Series B startups with Software/SaaS solutions focused on B2B enterprises in data & analytics, AI, CX and Industry 4.0.

