



PwC Raise

Supporting you in getting investor ready
for your next institutional funding round.



Who we are – PwC Raise

At Raise we support fast growing startups and scaleups to prepare for their next institutional funding round. With us, you will learn from best-in-class mentors and be introduced to our vast network of VCs, CVCs, and family offices, ensuring that you are investor ready.

PwC Raise Overview & Criteria



2 intakes per year:
Spring & Fall



Annual recurring revenues > €150k



Fully virtual sessions



Looking for €1.5 m– €10m investment



12-week program



Digital business models

Investor Readiness

Get prepared by fundraising experts in the most efficient way with least disruption for you and your business.

Investor Network Access

Leverage our established connections with PwC vast Investor Network of VCs, Family Offices and CVCs to expand and discover new opportunities.

Expert Masterclasses & 1-on-1 Sessions

Join expert-led masterclasses and individual 1-on-1 coaching sessions 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 Sparring Partner

Profit from direct access to our experts and industry leaders within the global PwC network. We offer strategic insights and guidance to enhance your readiness for negotiations and commercial engagements.

PwC Raise Program Roadmap and Expectations

Our dedicated schedule allows you to continue running your business while upskilling and becoming ready for your next investors. You will remain fully in charge of your operations as we do not take equity in your startup. We charge a fixed fee of €9,500 (excl. VAT).

Masterclasses [2 h each]

Knowledge sessions with PwC subject matter experts

Fire Side Chats [1h each]

Gaining insights and enlarging your Network with investors and successful founders

Individual Support & Network Access

Address your individual questions

Pitch Deck

How can I refine my pitch to make it more investor-ready?

Hear from a founder

How to successfully navigate your next VC funding.

5 Individual Sparring Sessions

Market Sizing

How to define and validate your target market size and growth potential.

Relevance of Pitch Decks & Market Sizing

The importance of the market slide and the pitch deck in general.

(Individual) Pitch Practice

How to successfully pitch your business model and convince the right investors.

Financing & Valuation

Deep dive into the investor viewpoint on investment as well as different valuation methodologies.

View on Financing, Valuation & Deal Terms

Investor perspective on key valuation drivers and negotiation pitfalls.

Touchpoints with up to 50 investors along your journey

Financial Modeling & KPIs

Focus on developing financial models for strategic forecasting. Introduction to important KPIs.

Investor Proposition, Engagement

Best Practices showing strategies concerning investor outreach.

Direct connection to PwC Industry Teams for insights and support.

Legal

Overview of the legal framework around financing rounds and deep dive into selected areas of interest.

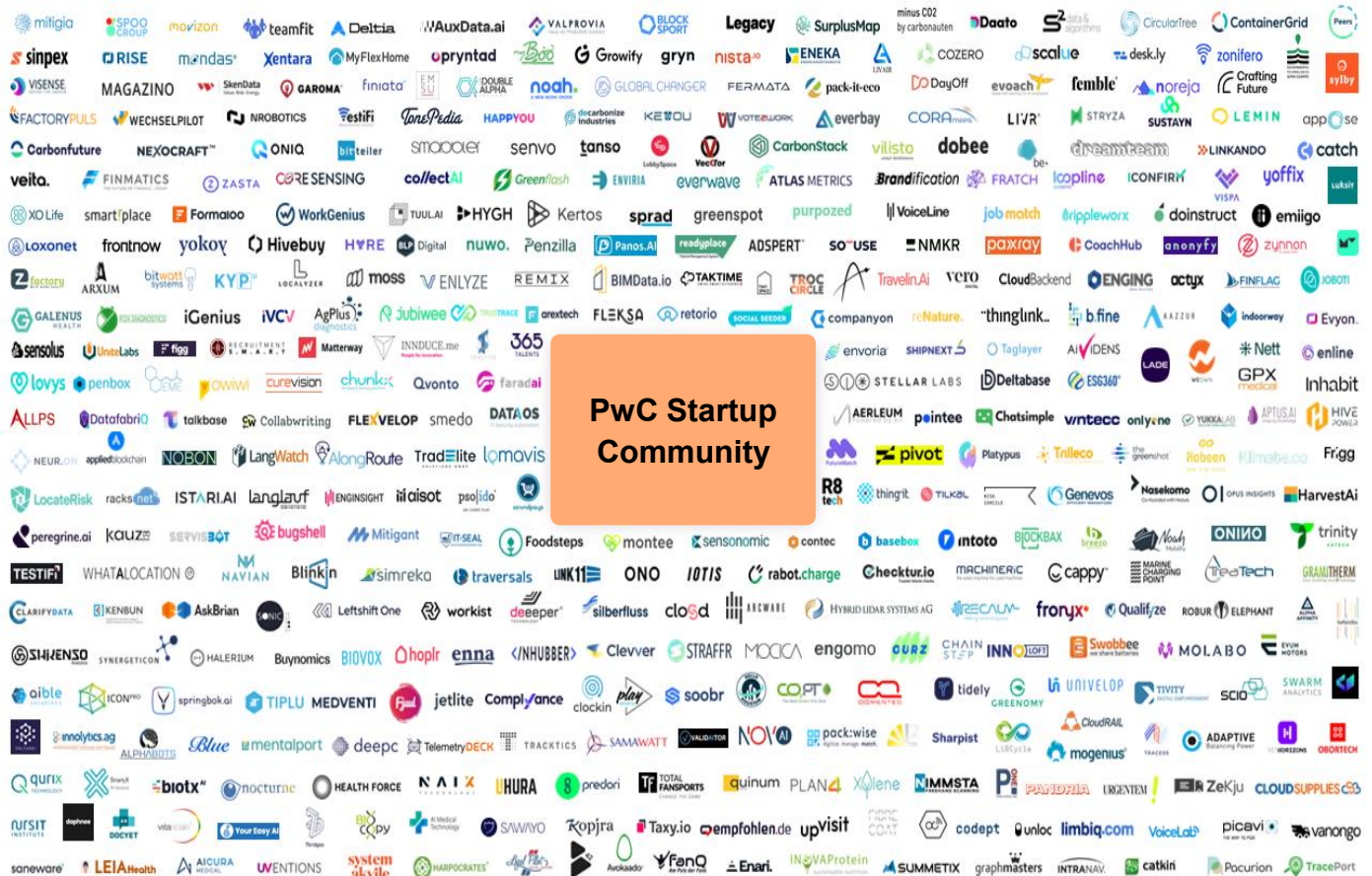
Cap Table

Focusing on how to set up a cap table, how to keep cap table attractive to an investor and introduction of several employee incentive programs.

Apply [here](#) to the PwC Raise Program!

PwC Startup Community

Become part of our exclusive network of innovators. We will enhance your skills and connect you with first-class support and key decision-makers in our corporate and investor network, accelerating your commercial opportunities.



Get in touch!



Lili Dubbick
Venture Deals
Lili.dubbick@pwc.com
+49 160 97736638



Alexander Binstain
Venture Deals
Alexander.binstain@pwc.com
+49 1515 2851216



Apply here to the PwC Raise Program!

Key References

Our program participants have gone on to secure investments from top VCs, CVCs, and family offices, thanks to our proven track record and strong network. **Watch our video** showcasing the success of our previous Raise program!



Business process
automation

Berlin
Germany

€3.1m

Raised from
B2venture

NEXOCRAFT™

Industrial AIoT
solutions

Bonn
Germany

€5.0m

Raised from
private HNWIs



ESG reporting
solution

Munich
Germany

>€1.0m

Raised led by
**Brandenburg
Kapital**



App for wellness
professionals

Madrid
Spain

€2.5m

Raised led by
**JME
Venture Capital**



Digital outdoor
advertising

Zug
Switzerland

€21.5m

Raised led by
YFM

+150 Startups

+75m Funding

+280 Employees

SO USE



"Taking part in PwC Raise's masterclasses and getting together with heavyweight in Finance, VC, and Legal helped us prepare our funding round, especially when it came to communicating and negotiating with investors."

Ben Wollscheid, Founder & CEO



"I would definitely recommend the program. It is based on a lot of data and the team really knows their markets, VCs and Startups. The really precious thing about the PwC Raise Team is that they don't just give you feedback, but they give you suggestions."

Paula Reichenberg, Founder & CEO

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"The knowledge, dedication and attentiveness of the PwC Team is remarkable. The masterclasses were highly relevant and helpful for us and the insight sessions shared different types of valuable insights."

Sahba Hadipour, Founder & CEO

Raise Track 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.



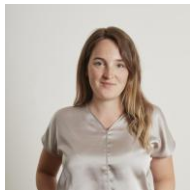
Axel Nitsch

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 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.



Luisa Kraut

Join Capital is an early stage venture capital firm based in Berlin investing in European B2B software startups with a focus on Enterprise and Industrial Tech. Join invests € 1-5m as Lead Investor in Seed to Series A stages and is looking for startups with some sign of market fit (up and running pilots, engaged users, positive customer feedback etc.) or high tech solutions with significant market potential.



Timo Bey

8 Impact is the #1 micro Private Equity firm based in Hamburg & Cologne Germany with focus on early-stage impact startups with a active international investment approach. Timo is an experienced investor with a history of supporting and investing into early stage startups as well as establishing a venture capital fund prior to founding 8 Impact.



Dennis Levien

Porsche Ventures engages with top entrepreneurs across the globe through our offices in Europe, Silicon Valley, Israel and China. We invest in companies from early stage through growth, helping our founders accelerate by identifying and executing on relevant opportunities. Our portfolio companies enjoy access to our network and historical industry expertise through valuable collaboration opportunities across the Porsche ecosystem.

Apply **here** to the PwC Raise Program!

“We may be venture capitalists, but we want to minimize risk as much as possible. The Raise program helps to professionalize the startup ecosystem and increase the quality and efficiency of the interactions between founders and investors in the fundraising process.”

Axel Nitsch, Principal HTGF