PwC Raise Program

Supporting you in getting investor ready for your next early-stage funding round.

Who we are – PwC Raise

At Raise, we support fast growth startups prepare for their next institutional funding round to successfully raise their upcoming Seed or Series A funding (€1.5m–€10m).

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

March - May 2024

Annual recurring revenues > €150k

Fully virtual sessions

€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

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 & 1-on-1 Sessions

Join expert-led masterclasses and individual 1on1 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 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 until the closing and support you during the negotiations in strategic and commercial matters.
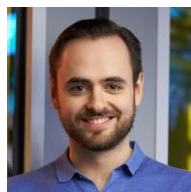
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PwC Raise Program Roadmap and Expectations

Focus, commitment and efficient value-add is our priority when it comes to our program. 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

2 Week 2
Market Sizing
& Positioning

3 Week 3
Go-to-Market

4 Week 4
Finance & Startup
Valuation

8 Week 8
Investor Proposition,
Engagement &
Communication

7 Week 7
Cap Table
Workshop

6 Week 6
Legal Workshop

5 Week 5
Financial
Modeling & KPIs

9 Week 9
Pitch Practice

10 Week 10
Investor Meeting
Mock-up

11 Week 11
Final Pitch
Practice

12 Week 12
Closing Investor
Event
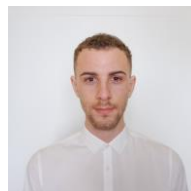
We are here for you

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You can directly apply here to be part of our Raise Program!

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Some of Our Credentials

Ninox	NEXOCRAFT™	envoria™	HARBIZ	HYGH
Business process automation	Industrial AIoT solutions	ESG reporting solution	App for wellness professionals	Digital outdoor advertising
Berlin Germany	Bonn Germany	Munich Germany	Madrid Spain	Zug Switzerland
€3.1m	**€5.0m**	**>€1.0m**	**€2.5m**	**€21.5m**
Raised from **B2venture**	Raised from **private HNWIs**	Raised led by **Brandenburg Kapital**	Raised led by **JME Venture Capital**	Raised led by **YFM**

>150 Startups

>75m Funding

>280 Employees

Don't just take our word for it – watch <u>our video</u> showcasing the success of our previous Raise 7.0 program and take a look at our success stories!

"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

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"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

"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

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Raise Program
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.

"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 -

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.

Luisa Kraut, Join Capital
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, 8impact
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
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.