



WELCOME

DAY 37/100

DIGITAL MASTERY CHALLENGE

DATE: AUGUST 18, 2020, TUESDAY

TIME: 07:00 PM (AST)

LIVE FROM DOHA, QATAR

FUNDING AND INVESTMENT



terminology

[tur-muh-nol-uh-jee]

noun, plural 'terminologies'

1. the system of terms belonging or peculiar to a science, art, or specialized subject; nomenclature.
2. the science of terms, as in particular sciences or arts.

Word Origin and History for 'terminology'

1, from German Terminologie (1786), a hybrid word, by C.G. Schütz of Jena, from Medieval Latin *terminus*, "word, expression" (see *terminus*) + *logia*, "with, a speaking of"



14 STARTUP TERMS YOU NEED TO LEARN BEFORE YOU GET FUNDING

A group of four business professionals in a meeting. A man in a dark suit is shaking hands with a woman in a light blue shirt. Another man in a dark suit and a woman in a white shirt are looking on and smiling. The background is bright and out of focus.

1. ACQUI-HIRED

A group of four business professionals (two men and two women) dressed in dark blue suits and light blue shirts, smiling and standing in a modern office environment with large windows in the background. The text is overlaid on a semi-transparent grey banner across the middle of the image.

When a small, failing company is purchased solely for its staff.



It's kind of like acquiring the intellectual capital of a ready-made, talented crew.



According to a CBInsights acqui-hire report, between 2012 and 2013, 60% of all acqui-hired tech companies were internet companies and 38% were mobile.



2. ANGEL INVESTOR

An individual who invests his or her own money at an early stage in exchange for a share of the company.



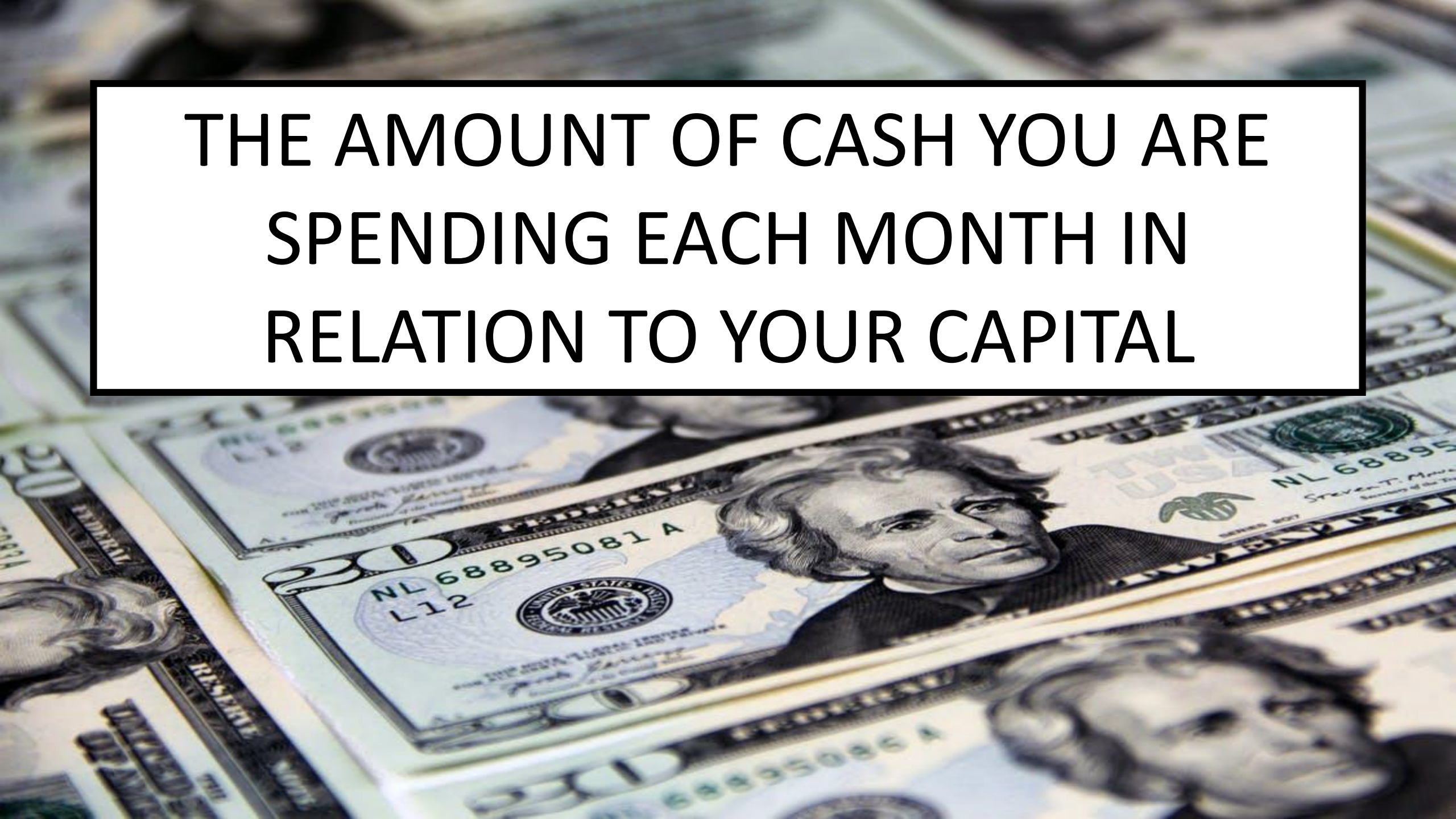
A close-up photograph of a hand with fingers slightly curled, holding a glowing, golden-yellow light. The light is shaped like the word 'IDEA' and is positioned above a small, glowing, multi-lined shape that resembles a stylized 'E' or a similar symbol. The background is dark, making the light stand out.

IDEA

**An angel can be a
high net worth
entrepreneur or
friend or family
member willing to
invest in a great idea.**



3. ***BURN RATE***

The background of the image consists of several stacks of US dollar bills, including \$20 and \$100 bills, arranged in a way that creates a sense of depth and abundance. The bills are slightly out of focus, with the central text box being the primary focus.

THE AMOUNT OF CASH YOU ARE
SPENDING EACH MONTH IN
RELATION TO YOUR CAPITAL

**Divide your capital
amount by your burn
rate to determine the
lifespan of your
company**



4. CONVERTIBLE NOTE



**A note is worth a
percentage of
equity ownership
in a company.**



Some business owners use convertible notes if they want to attract angel investors without having to put a valuation on the company.

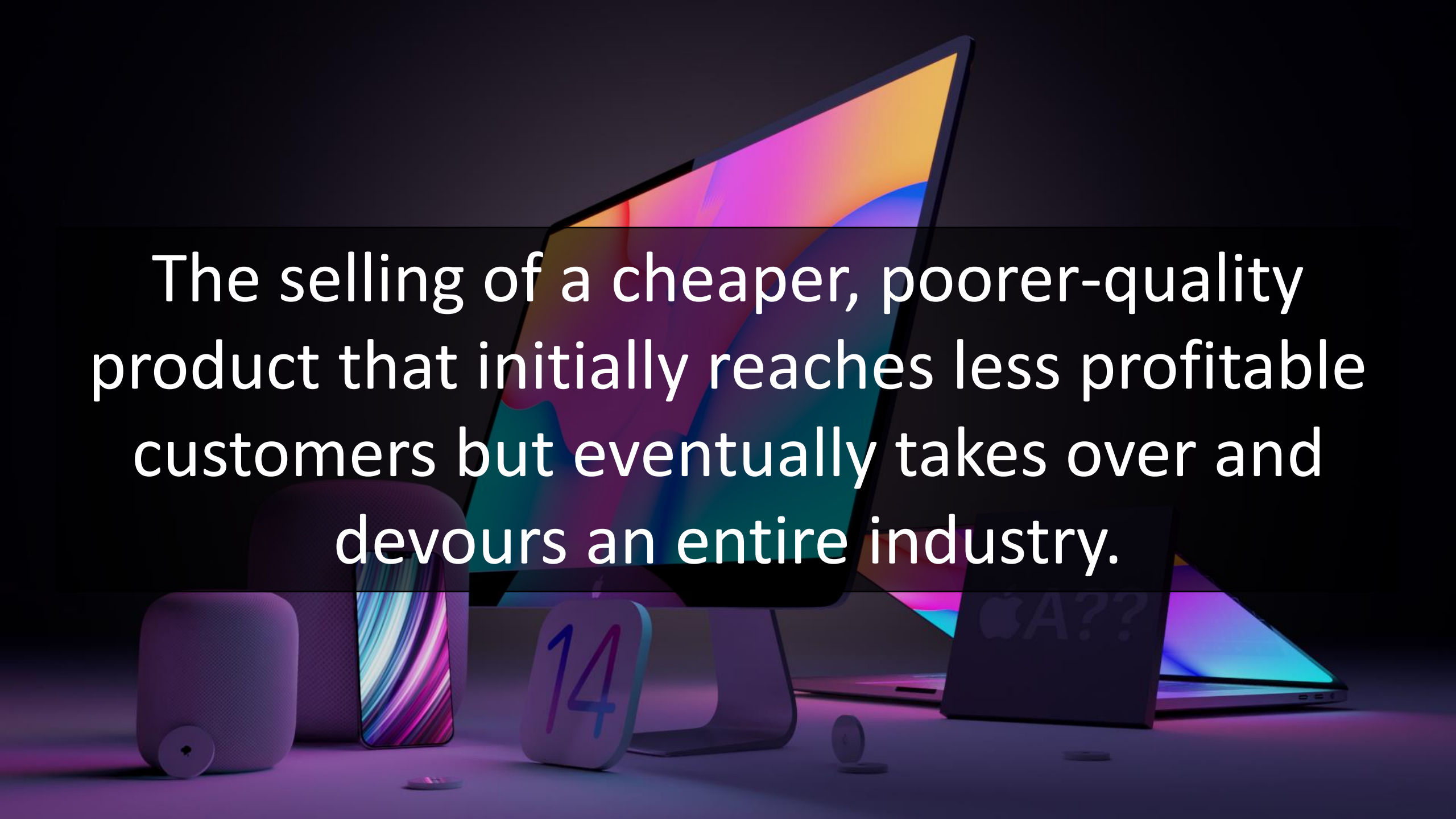




**The note turns into equity
as soon as another
investor comes in.**

5. DISRUPT / DISRUPTIVE





The selling of a cheaper, poorer-quality product that initially reaches less profitable customers but eventually takes over and devours an entire industry.


6. EXIT STRATEGY



EXIT



The way you envision getting money out of your company. It's another way of thinking about your future plans for the company.

A top-down view of a wooden desk cluttered with work-related items. In the upper right, a silver laptop is partially visible. A pair of brown-rimmed glasses rests on a stack of white papers in the upper center. To the right of the glasses is a clear glass cup filled with dark coffee. Below the coffee cup is a black folder or notebook with a silver pen lying on it. The desk is covered with various papers, including a newspaper clipping with a red headline, a document with a flowchart, and several pages of text. The overall scene suggests a busy, professional workspace.

Either you want to sell it, get acquired (or acqui-hire), merge with another company, go public, or liquidate the business completely.

A wide-angle, high-angle photograph of the main concourse of Grand Central Terminal in New York City. The image captures the grand architecture, including the vaulted ceiling with its iconic skylights, the West Balcony with its ornate railings, and the central information kiosk. People are seen walking through the concourse, and signs for ticket machines and subway directions are visible. The overall atmosphere is one of a busy, historic public space.

7. GOING PUBLIC



A company's IPO, or initial public offering. Think of it as just another way to raise funding.

A photograph of a crowd of people at an outdoor event, possibly a festival or market. The background shows a white tent and buildings. A blue rectangular box is overlaid on the center of the image, containing white text. The text reads: "You are offering shares of your company for purchase to the public."

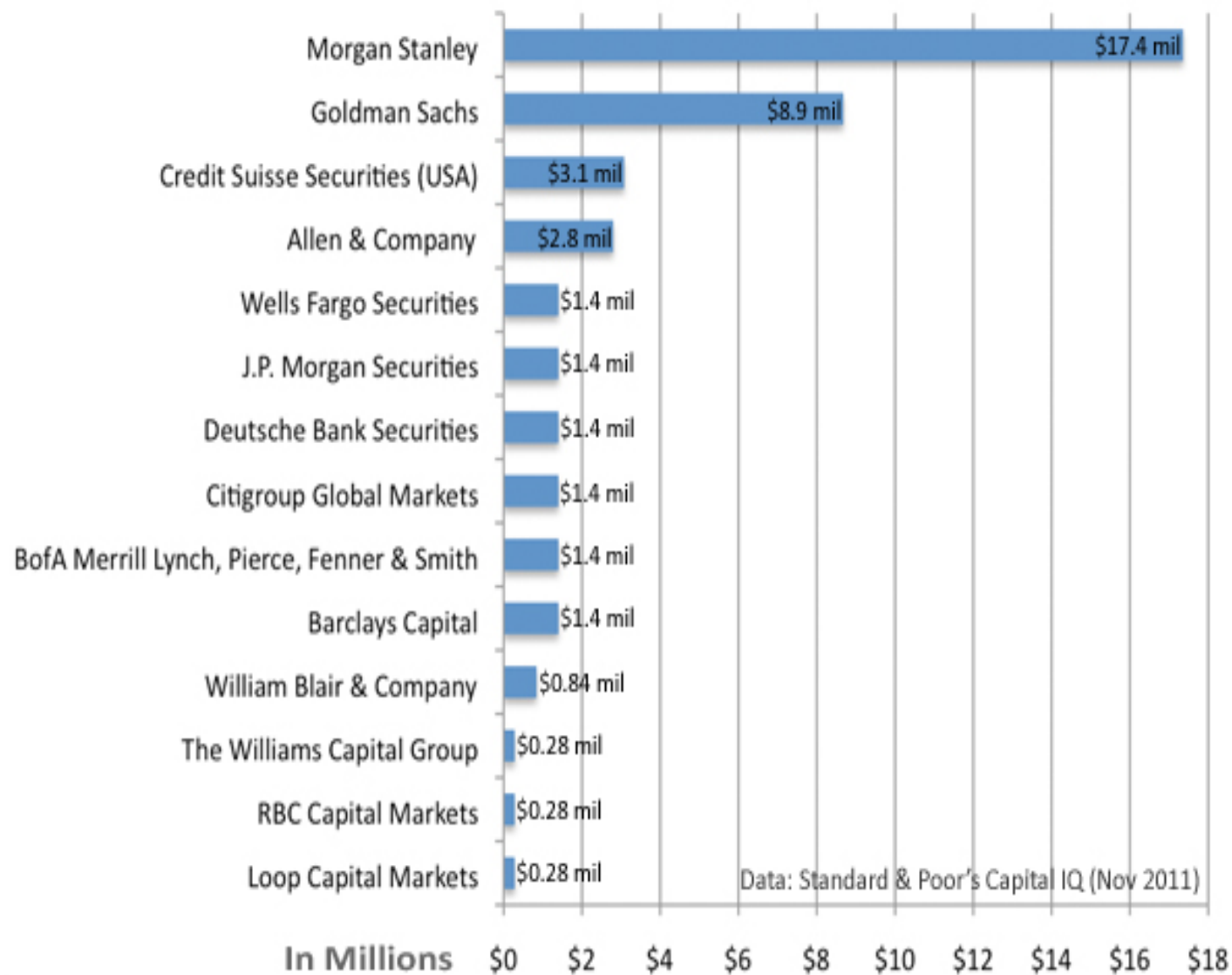
**You are offering shares of
your company for purchase
to the public.**

There are pros and cons to going public and only a small percentage of millions of U.S. companies actually do it.





Fees Groupon Paid To Underwriters For Its IPO



8. INCUBATOR





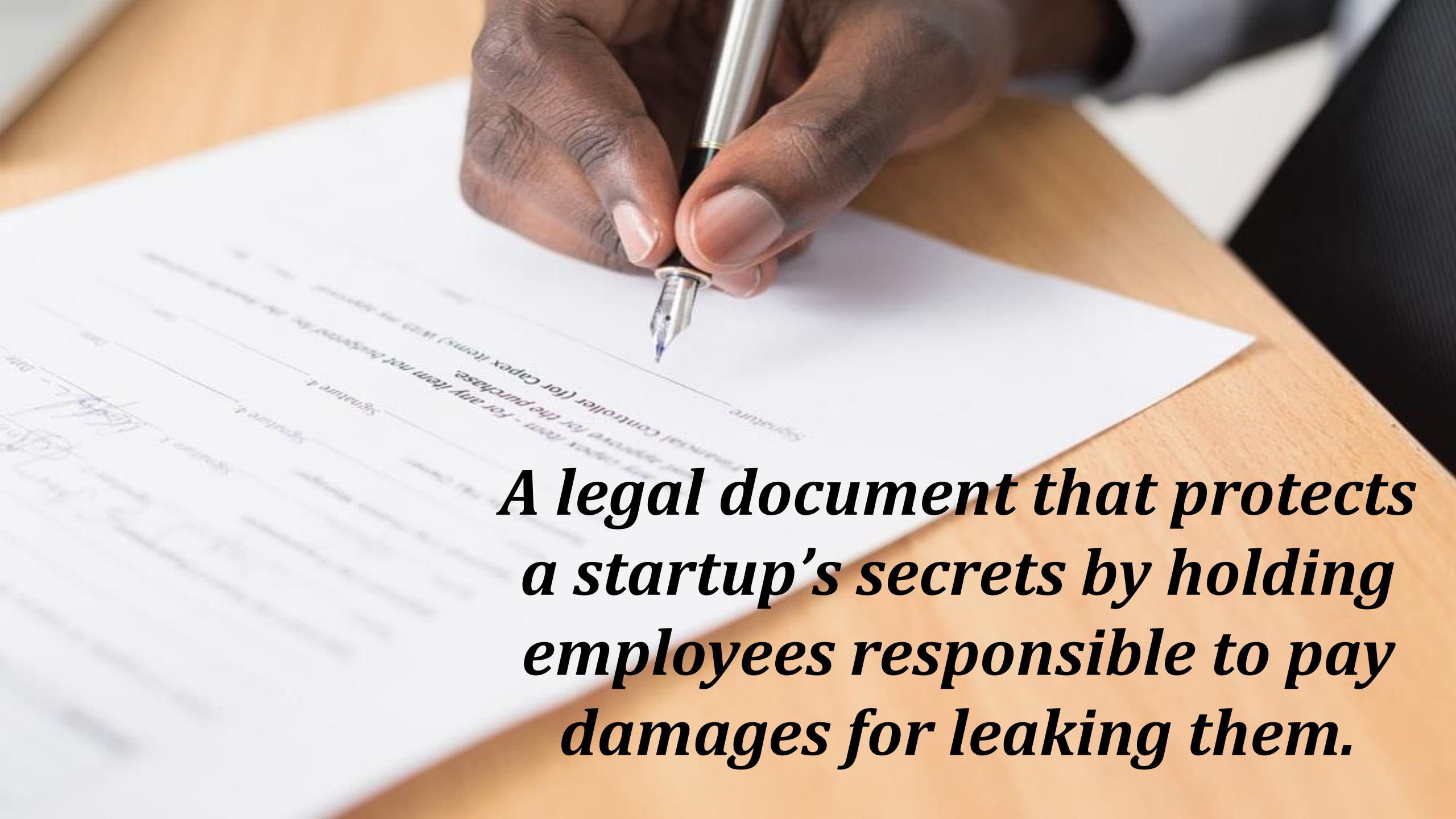
Startup incubators are groups that support chosen entrepreneurs and/or their businesses with mentorship and funding.



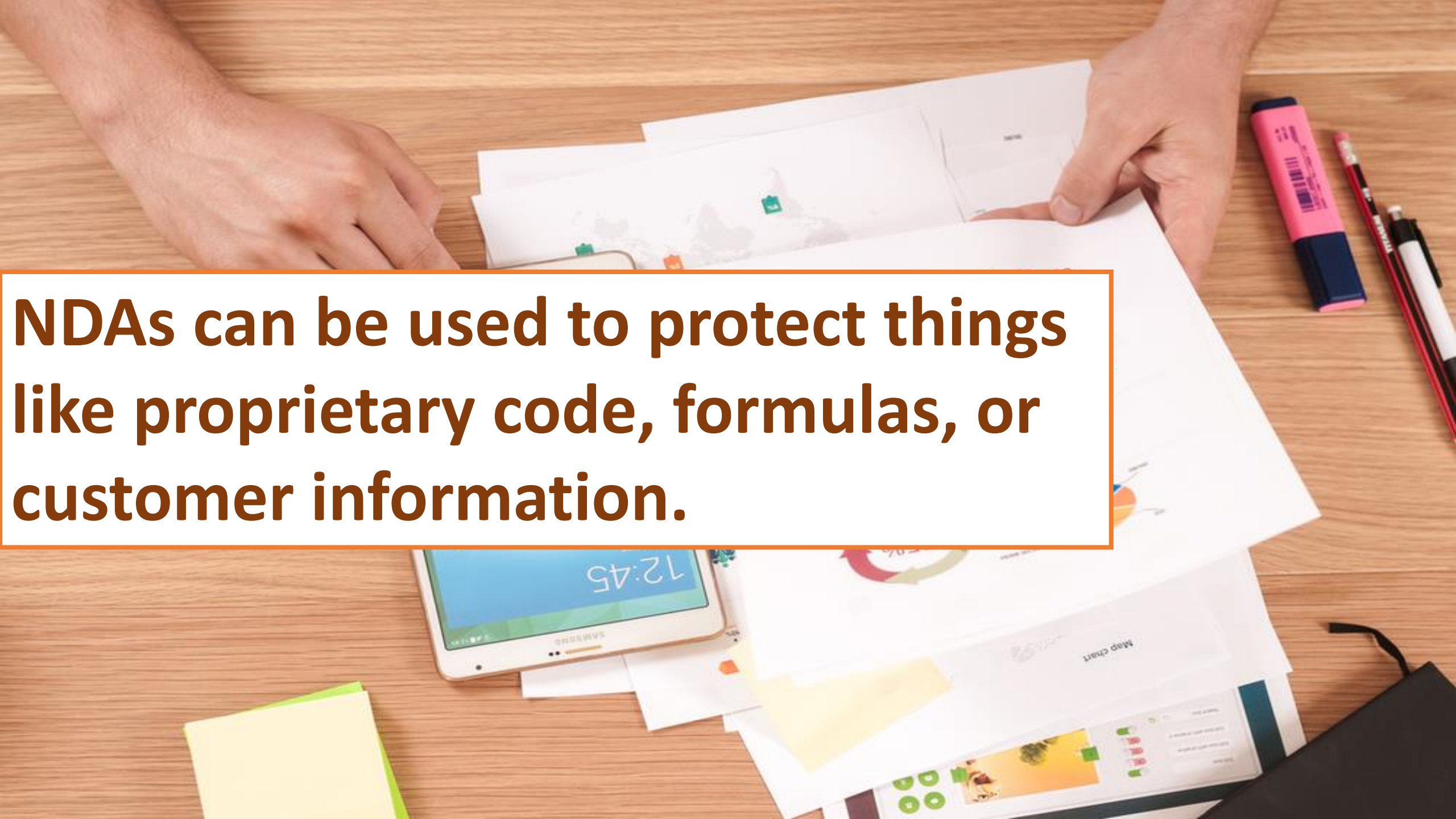
In exchange, the incubator takes an equity stake in the company.

9. NONDISCLOSURE AGREEMENT





A legal document that protects a startup's secrets by holding employees responsible to pay damages for leaking them.



NDA's can be used to protect things like proprietary code, formulas, or customer information.

11. SEED ROUND OR SEED STAGE



1st ROUND



**of venture capital funding for a
business venture.**

This is for the development stage, just past the angel round, and can be up to \$1 million of capital.

1,000,000



10. PIVOT


A course correction for startups based on findings in user testing and analysis.



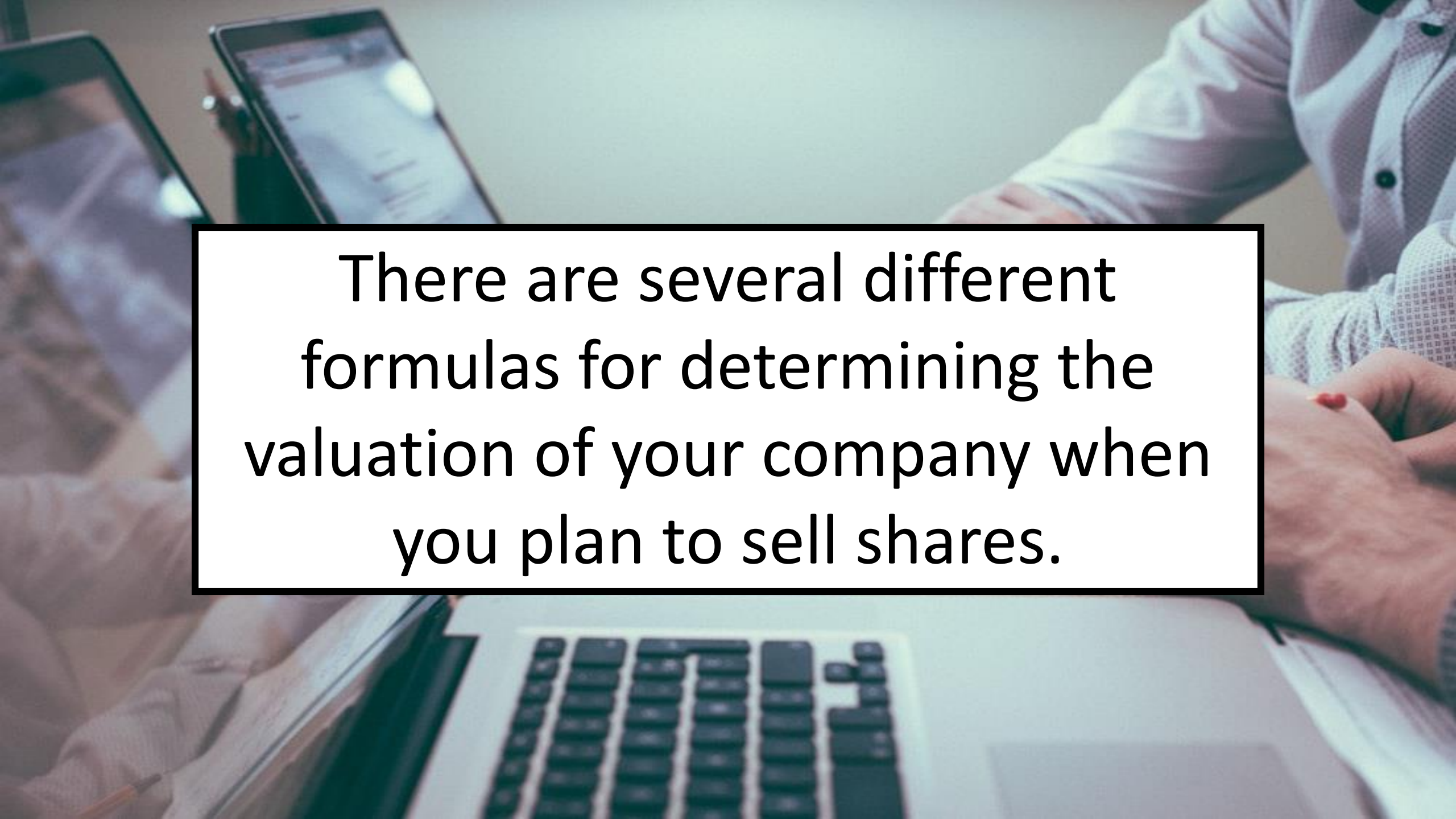


12. VALUATION

(PRE-MONEY VALUATION,
POST-MONEY VALUATION)



How much your
company is worth

A background image showing a business meeting. In the foreground, a person's hands are visible, one holding a pen and the other resting on a laptop keyboard. In the background, another person is holding a tablet displaying a document. The scene is dimly lit, suggesting an office environment.


There are several different formulas for determining the valuation of your company when you plan to sell shares.

A desk setup for financial work. In the foreground, a black calculator with a green display and various function keys (MC, MR, M+, M-, %, MU, ÷, ×, -, +, =, 0-9, ., /, C/AC) sits on a document. To the left, a pair of black-rimmed glasses is partially visible. Below the calculator, a silver pen lies horizontally. The background features a wooden desk surface and several documents. One document shows a blue pie chart with four segments. Another shows a blue bar chart with five bars of varying heights. A third document is a financial statement with columns of numbers and labels like 'Operating', 'Sales and Marketing', 'Advertising', and 'Catalog'.

Pre-money valuation is how much a startup company is worth before funding.

A desk setup for financial work. In the foreground, a black calculator with a green display and various function keys (MC, MR, M+, M-, %, MU, ÷, ×, -, +, =, 0-9, ., /, C, AC) sits on a document. To the left, a pair of black-rimmed glasses is partially visible. Below the calculator, a document features a blue pie chart and a blue bar chart. A silver pen lies horizontally across the bottom right of the frame. The background is a light-colored wooden desk. The text is overlaid on a semi-transparent blue box in the lower-left quadrant.

Post-money valuation is the value for the company plus the funding.

The background is a complex, blue-tinted collage. It features several US dollar bills, including a prominent \$100 bill in the upper left and a \$20 bill in the lower left. The bills are layered and slightly blurred. Overlaid on the bills are various financial data elements: a line graph with an upward-trending arrow, a bar chart with vertical bars of varying heights, and several numerical values such as +65, +24, -64, -25, +63, +26, +11, -39, +43, -25, +13, and -12. The overall aesthetic is professional and data-driven, typical of a financial or business presentation.

Valuation happens at every round or stage of funding.

13. VENTURE CAPITALISTS





A professional individual who invests money in businesses in exchange for an equity share of the company.

Because VCs and venture capital firms invest institutional dollars (for investors, funds, and pension plans, etc.), they usually focus on proven or later-stage startups and invest greater amounts of money (typically at least \$2 million per round)





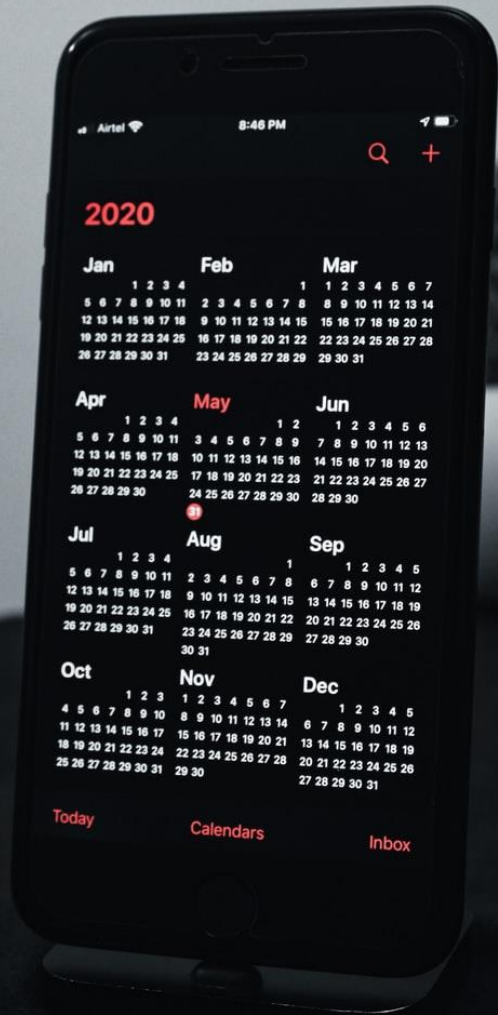
14. VESTING

The schedule under which founders and employees must remain in the company before receiving their full share of the equity.



For example, if you have a five-year vesting schedule you may get access to **0% in year one, 25% in year two, 50% in year three, 75% in year four, and 100% in year five.**





A vesting schedule helps to instill staff loyalty and keep the company together for a certain period of time.

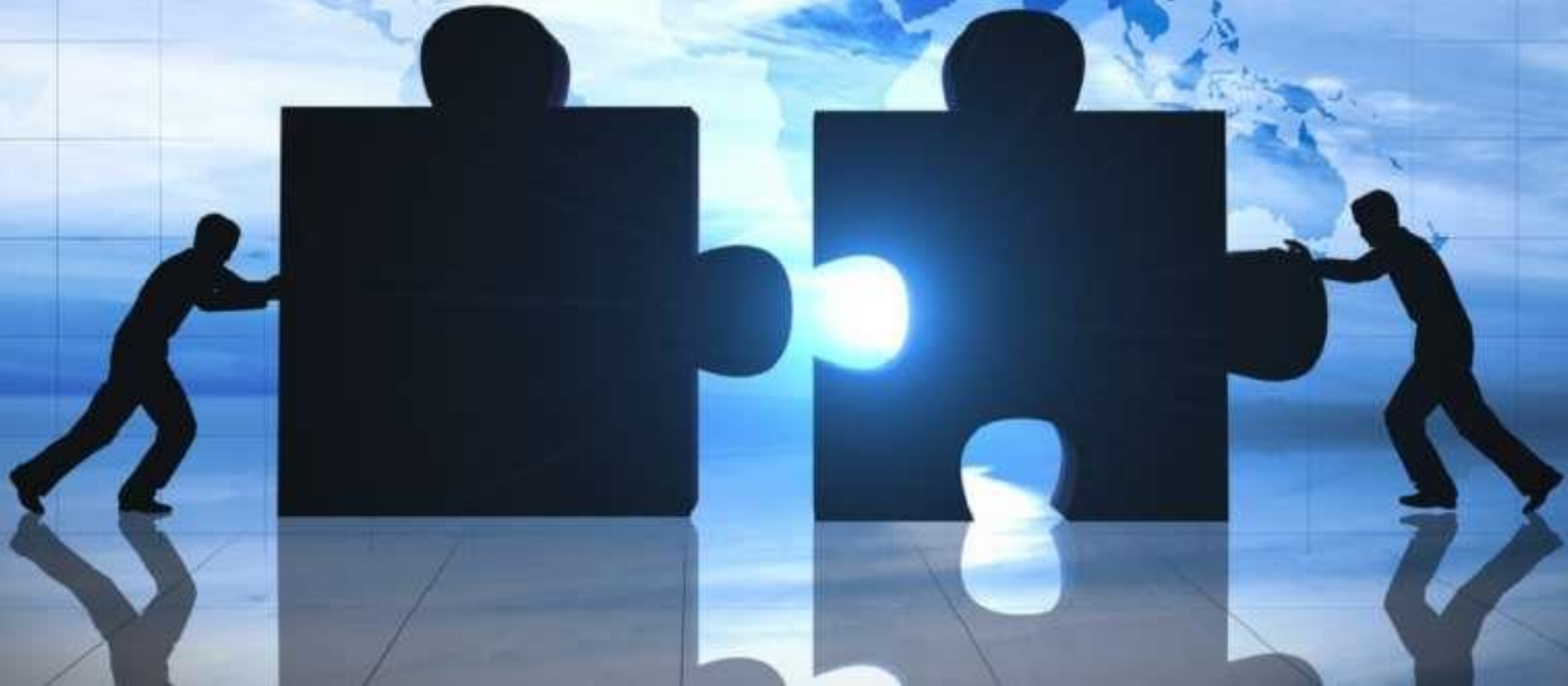
**CLIFF VESTING IS WHEN
SOMEONE BECOMES FULLY
VESTED ON A SPECIFIED DATE.**



STARTUP AND VENTURE CAPITAL TERMS YOU SHOULD KNOW



ACQUISITION





When one company buys controlling stake in another company. Can be friendly (agreed upon) or hostile (no agreement).





A philosophy of software development that promotes incremental development and emphasizes adaptability and collaboration.

B2B





Business to business. This describes a business that is targeting another business with its product or services.

**B2B TECHNOLOGY IS ALSO SOMETIMES
REFERRED TO AS ENTERPRISE TECHNOLOGY.**




BOARD OF DIRECTORS





A group of influential individuals, elected by stockholders, chosen to oversee the affairs of a company.

A group of seven business professionals are seated around a dark wooden conference table in a bright, modern office. They are dressed in professional attire, including suits and blouses. The room features large windows in the background, providing natural light. On the table, there are several items: a laptop, a glass of water, a coffee cup, and some documents. The individuals appear to be engaged in a discussion or presentation. A central text box is overlaid on the image, containing the text: "A board typically includes investors and mentors."

A board typically includes investors and mentors.

BRIDGE LOAN





Also known as Swing Loan. Short-term loan to bridge the gap between major financing.



BUYOUT



EXIT

A common exit strategy. The purchase of a company's shares that gives the purchaser controlling interest in the company.

CAPITAL



Monetary
Assets
Currently
Available For
Use.




An illustration on a teal background shows a hand in a dark blue suit sleeve dropping a gold coin with a dollar sign into a stack of similar coins. The stack consists of several columns of coins of varying heights, with a single coin being added to the tallest column. Small white starburst effects are scattered around the coins.

Entrepreneurs raise capital to start a company and continue raising capital to grow the company.

CAPITAL UNDER MANAGEMENT







The amount of capital, or financial assets, that a venture capital firm is currently managing and investing.

CAPPED NOTES



A collage of US dollar bills, a spiral notebook, and a Casio calculator. The bills are scattered across the background, with a \$20 bill prominently visible in the upper left and a \$100 bill in the lower right. A spiral notebook is positioned in the upper right, and a Casio fx-350ES scientific calculator is in the lower left. The text is overlaid on a black rectangular background in the center-right.

**Refers to a "cap" placed
on investor notes in a
round of financing.**

A collage of US dollar bills, a calculator, and a notebook. The bills are scattered across the background, with a prominent \$20 bill in the center. A black Casio scientific calculator with a blue display and buttons is positioned in the lower-left quadrant. A white spiral-bound notebook is in the upper-right quadrant. The text is overlaid on a black rectangular background in the center-right.

Entrepreneurs and investors agree to place a cap on the valuation of the company where notes turn to equity.

CONVERTIBLE DEBT





This is when a company borrows money with the intent that the debt accrued will later be converted to equity in the company at a later valuation.



**This allows companies
to delay valuation
while raising funding
in it's early stages.**

DEBT

DEBT FINANCING





This is when a company raises money by selling bond, bills, or notes to an investor with the promise that the debt will be repaid with interest. It is typically performed by late-stage companies.

A hand in a dark suit sleeve holds a glowing digital network. The network consists of a central circular hub with the text "DUE DILIGENCE" in bold, dark blue letters. From this hub, a complex web of lines connects to various circular icons: a globe, a clock, an envelope, a shopping cart, a Wi-Fi symbol, a globe with plus signs, and a padlock. The network extends to the right, fading into a background of blue light trails and geometric shapes. The overall color palette is dominated by shades of blue and cyan, with a bright glow emanating from the central hub and the hand holding it.

**DUE
DILIGENCE**

An analysis an investor makes of all the facts and figures of a potential investment. Can include an investigation of financial records and a measure of potential ROI.





ENTERPRISE

The term enterprise typically refers to a company or business (i.e. an enterprise tech startup is a company that is building technology for businesses).



A young man with dark hair and a beard, wearing a blue suit jacket over a light blue shirt and a dark tie, is looking off to the side with a thoughtful expression. The background is a blurred city street at night with warm lights. A white rectangular box with a black border is overlaid on the lower part of the image, containing the word 'ENTREPRENEUR' in bold black capital letters.

ENTREPRENEUR



An individual who starts a business venture, assuming all potential risk and reward for his or herself.

**ENTREPRENEUR
IN RESIDENCE
(EIR)**



A seasoned entrepreneur who is employed by a Venture Capital Firm to help the firm vet potential investments and mentor the firm's portfolio companies.



Equity Financing



The act of raising capital by selling off shares of a company. An IPO is technically a form of equity financing.





FUND OF FUNDS



A mutual fund that invests in other mutual funds.



GROUND FLOOR

A reference to the beginning of a venture, or the earliest point of a startup. Generally considered an advantage to invest at this level.



INITIAL PUBLIC OFFERINGS

IPO

The first time shares of stock in a company are offered on a securities exchange or to the general public.

I P O

Three light-colored wooden blocks are arranged horizontally on a dark blue surface. The first block has a vertical slot cut into it, forming the letter 'I'. The second block has a large, bold, black letter 'P' cut into its center. The third block has a large, bold, black letter 'O' cut into its center. The blocks are slightly out of focus on the left and right sides, with the middle block being the sharpest.



Lead Investor

A venture capital firm or individual investor that organizes a specific round of funding for a company.



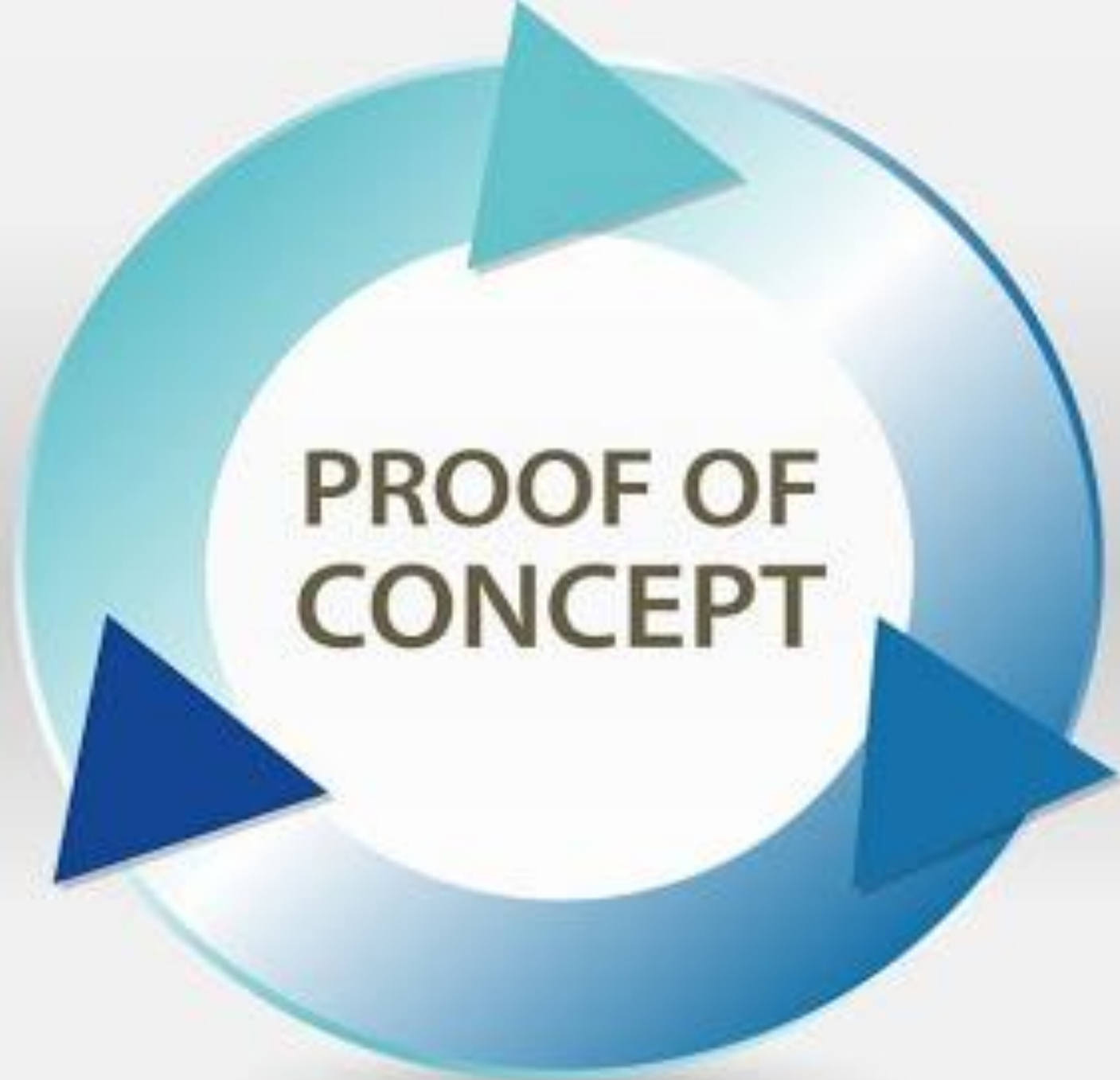


LIQUIDATION

**THE PROCESS OF DISSOLVING A COMPANY BY
SELLING OFF ALL OF ITS ASSETS (MAKING
THEM LIQUID).**

A wooden gavel with a dark, polished head and a lighter, textured handle rests diagonally on a white document. The document is titled "COMPANY LIQUIDATION" in large, bold, black, serif capital letters. A silver paperclip is visible on the left side of the document. The background is a light brown, textured surface, possibly a desk or table.

**COMPANY
LIQUIDATION**



A demonstration of the feasibility of a concept or idea that a startup is based on. Many VCs require proof of concept if you wish to pitch to them.

A magnifying glass with a grey handle and a dark grey frame. The lens is circular and contains the text "Proof of Concept" in a blue, stylized, sans-serif font. The text is arranged in two lines: "Proof of" on the top line and "Concept" on the bottom line. The magnifying glass is positioned on the right side of the image, with the lens overlapping the text on the left.

**Proof of
Concept**

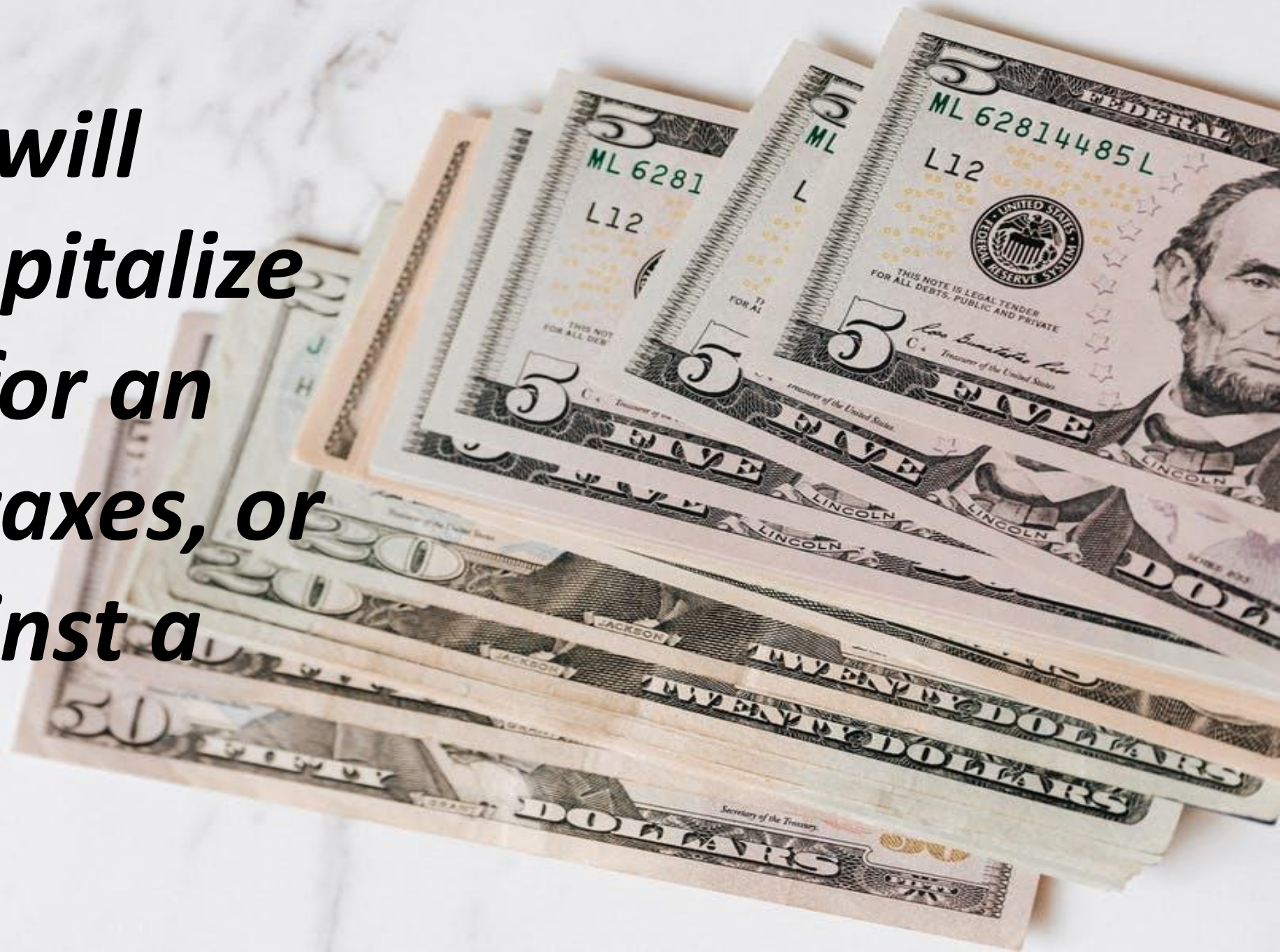


RECAPITALIZATION

A corporate reorganization of a company's capital structure, changing the mix of equity and debt.



A company will usually recapitalize to prepare for an exit, lower taxes, or defend against a takeover.





**This is the much-talked-about
"return on investment".**

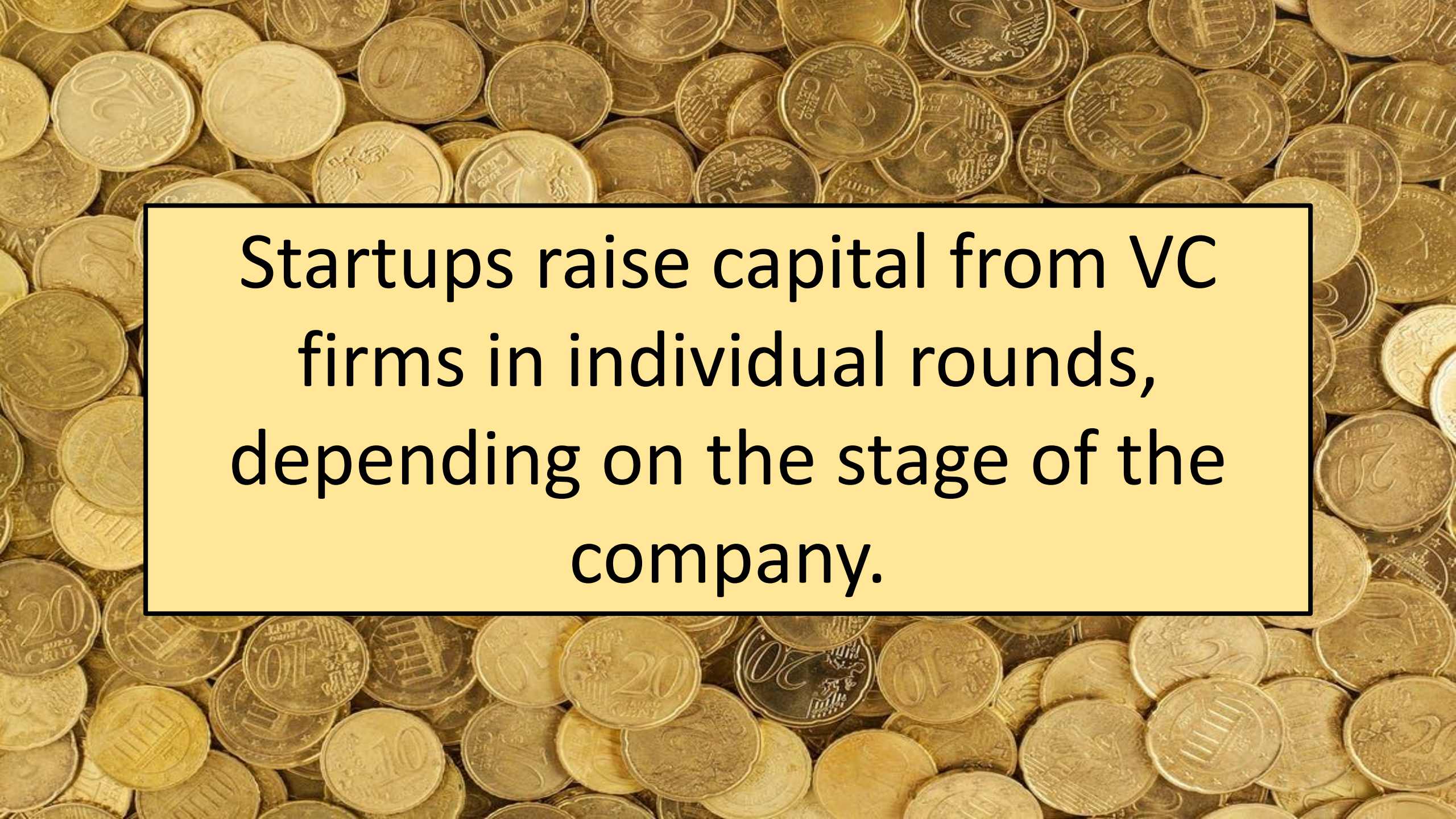


It's the money an investor gets back as a percentage of the money he or she has invested in a venture.



ROUND





Startups raise capital from VC firms in individual rounds, depending on the stage of the company.

SaaS





Software as a service. A software product that is hosted remotely, usually over the internet (a.k.a. “in the cloud”).



S.A.F.E.

*Simple agreement for
future equity*

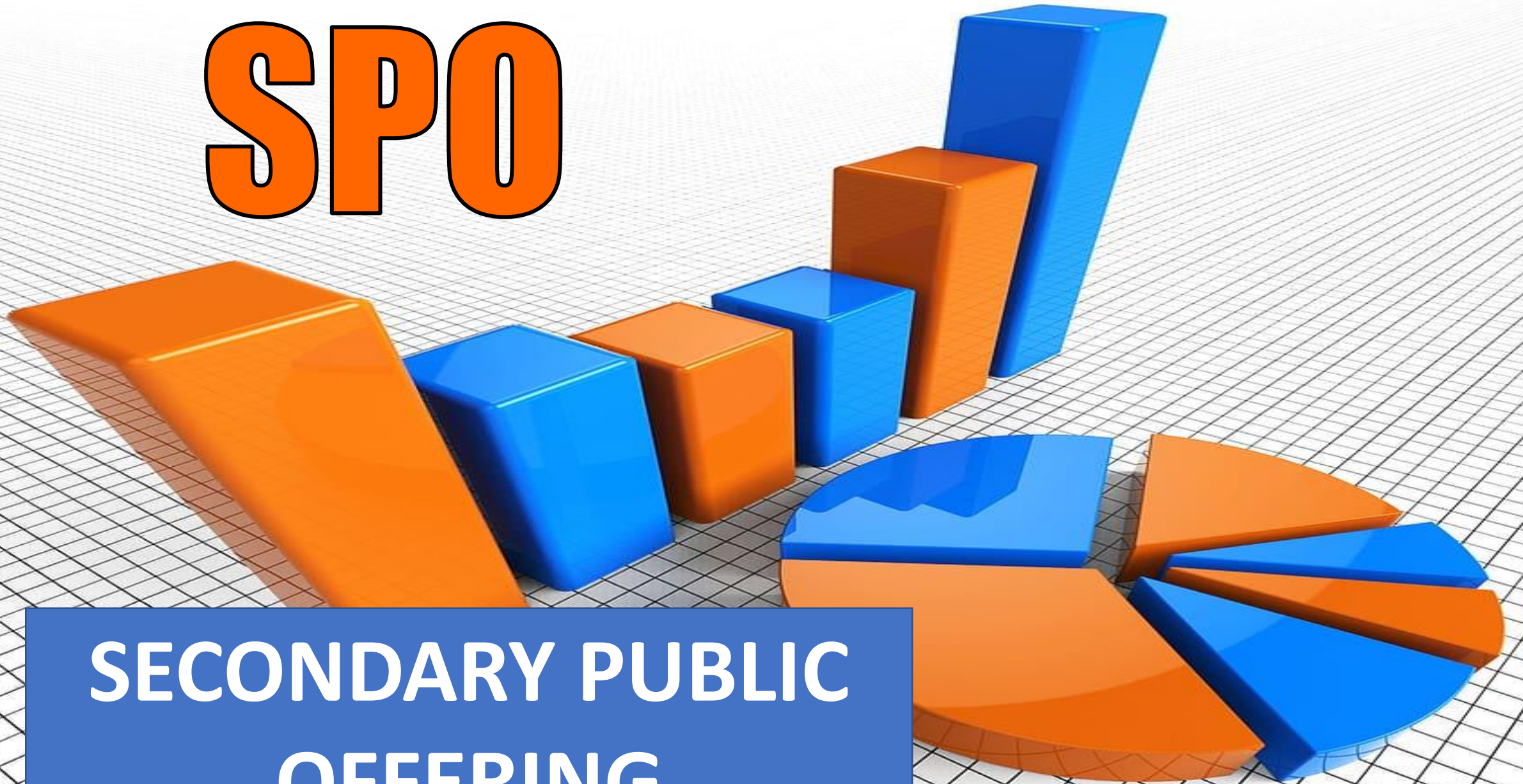


An agreement between an investor and a company that provides rights to the investor for future equity in the company similar to a warrant, EXCEPT without determining a specific price per share at the time of the initial investment.



SAFEs are intended to provide a simpler mechanism for startups to seek initial funding than convertible notes.


SPO



**SECONDARY PUBLIC
OFFERING**

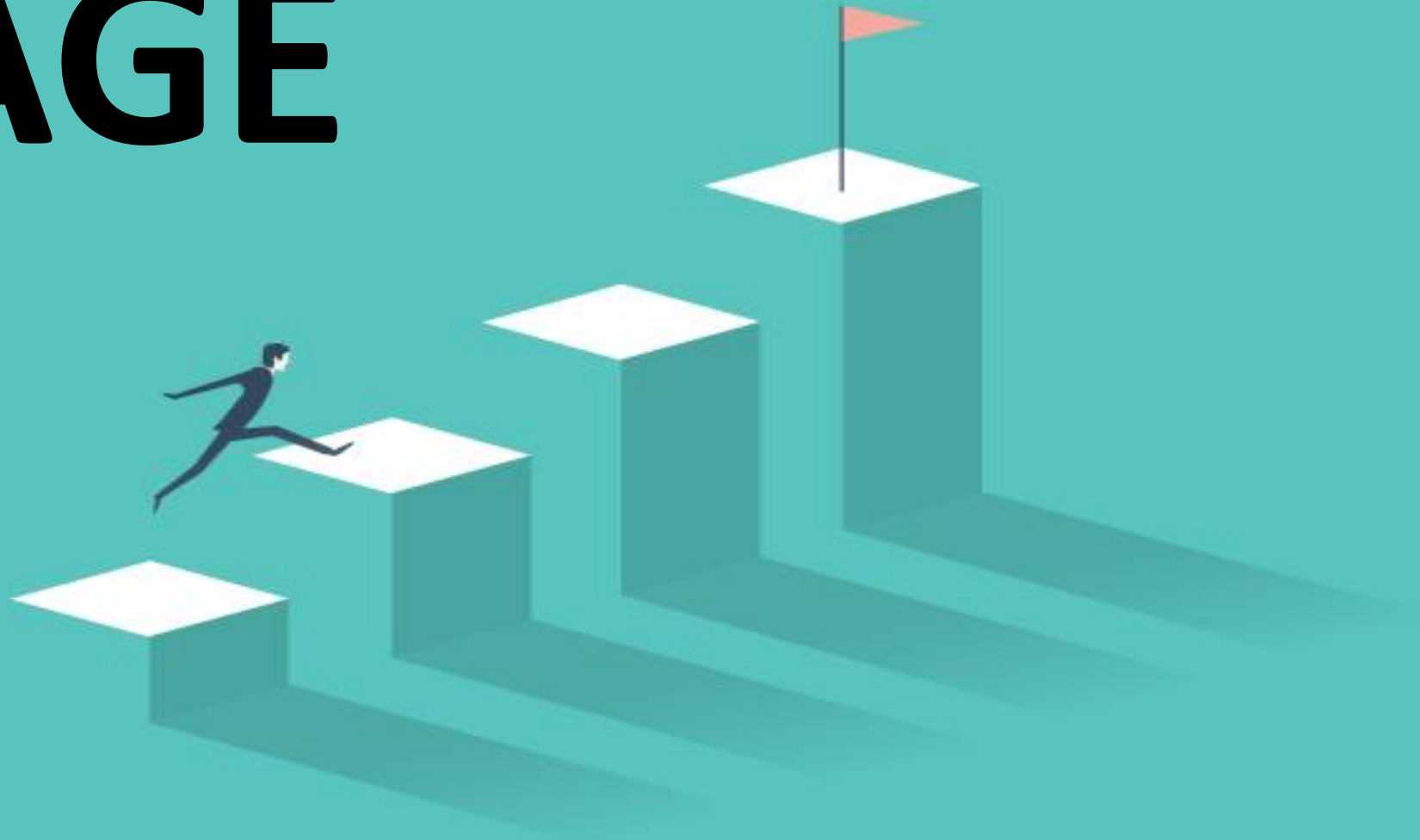
**When A Company Offers Up New Stock
For Sale To The Public After An IPO.**





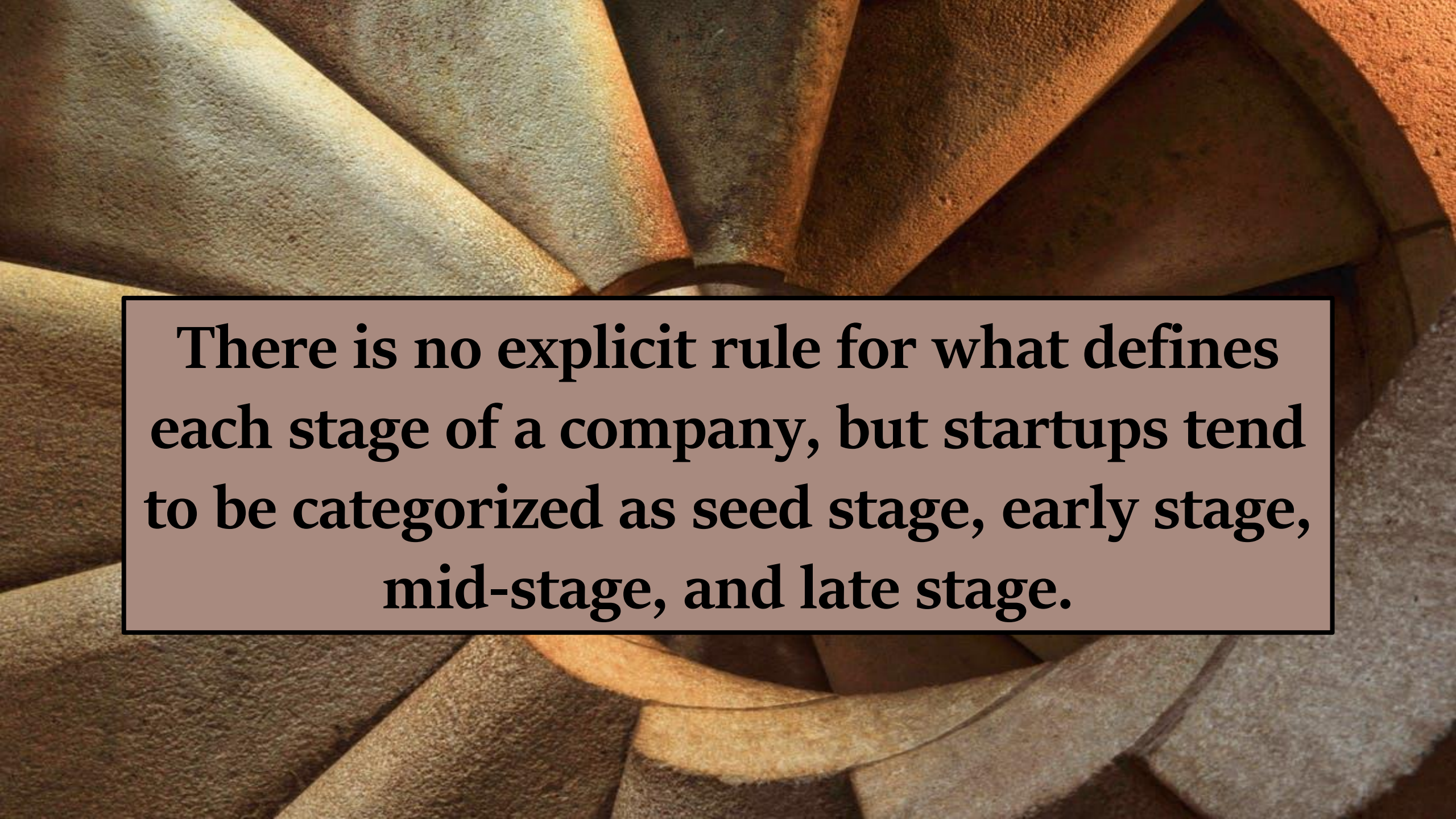
Often occurs when founders step down or desire to move into a lesser role within the company.

STAGE





THE STAGE OF DEVELOPMENT A
STARTUP COMPANY IS IN.

The background of the image is a close-up, high-angle shot of a large, circular, textured object. It appears to be a wheel or a large gear, possibly made of metal or a composite material. The surface is highly textured and shows signs of wear, with various shades of brown, tan, and grey. The lighting is dramatic, coming from the side, which creates strong highlights and deep shadows, emphasizing the circular geometry and the intricate details of the surface. The overall tone is industrial and somewhat somber.

There is no explicit rule for what defines each stage of a company, but startups tend to be categorized as seed stage, early stage, mid-stage, and late stage.

TRACTION



Traction can simply mean showing that you're making progress with customers, product development, channel partners, initial revenue as a proof point.



**QUESTIONS
INVESTORS WILL ASK
ENTREPRENEURS
SEEKING FUNDING**



MARKET

A vibrant street market scene in a historic city. The street is filled with people walking and browsing. On the right, there are stalls with colorful umbrellas and various goods. The buildings are multi-story with balconies and ornate facades. The sky is blue with some clouds. The word "MARKET" is overlaid in large, bold, black letters on a light orange background in the center of the image.



1. How big is the market opportunity?

2. What percentage of the market share do you hope to get?



3. Who exactly is your best customer?

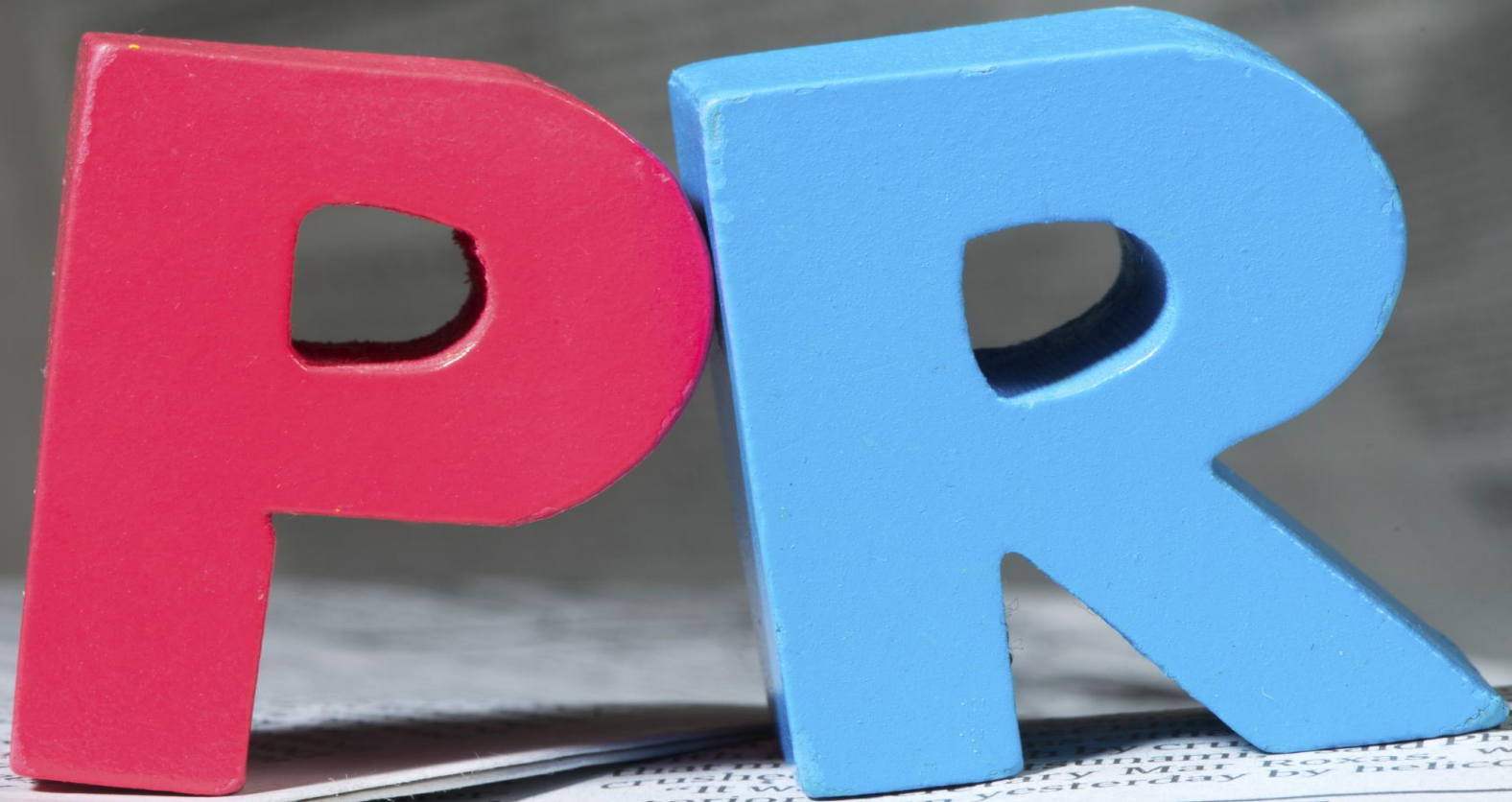


**4. How long
will this
take?**



The background of the image is a dense, overlapping field of 3D-rendered numbers from 0 to 9. The numbers are in three colors: light blue, yellow, and white. They are scattered across the frame, creating a sense of depth and movement. A semi-transparent light blue rectangular box is centered over the middle of the image, containing the text.

5. How do you come up with these figures?



6. What is your PR strategy?

**7. Who do you most
aspire to be like?**



8. Who do you least
want to be like?





9. Why is this the right time for this product or service?



10. What is your marketing strategy?



TRACTION

11. How much feedback have you received so far?





12. What changes have you made based on that feedback?



**13. How many actual users
do you have?**





14. How long do
users stay on
average?

15. What is the annual growth rate?



A hand in a dark suit jacket and white shirt, holding a gold pen, points towards a line graph. The graph is overlaid on a dark blue grid background. The graph features three lines: a white line with an arrowhead at the end, a blue line with square markers, and a grey line with square markers. The white line shows a steady upward trend. The blue line fluctuates but generally follows the upward trend of the white line. The grey line also fluctuates but shows a similar overall upward trend. The text '16. Has growth been linear and consistent?' is written in white, bold, serif font across the bottom right of the image.

16. Has growth been linear and consistent?

17. What has held back your growth?





18. Can you provide a demonstration of the product or service now?

TEAM





19. Where are
your
headquarters?

A man with dark hair and glasses, wearing a light blue shirt and a grey blazer, is sitting at a desk in an office. He is looking at a silver laptop and typing. On the desk, there is a glass of coffee, a white telephone, and some papers. A desk lamp is visible on the right side of the desk. The background is a blurred office environment with bookshelves.

20. Who are the founders?

21. Who are key team members?





22. *Any existing board members?*

**23. What key roles
may need to be
hired for soon?**





24. What experience do you have in this industry?

25. Why are you
the right person to
bet on to achieve
this?





26. What
motivates
you?

27. Are any of the founders
willing to be bought out now?

THE
FOUNDER

COMPETITION





28. What are your strengths and advantages over your competitors?



**29. What are your weaknesses
or disadvantages?**



30. What barriers to entry or scale are there for you?



31. Where is the competition letting down customers?





32. Why haven't
your competitors
done this yet?



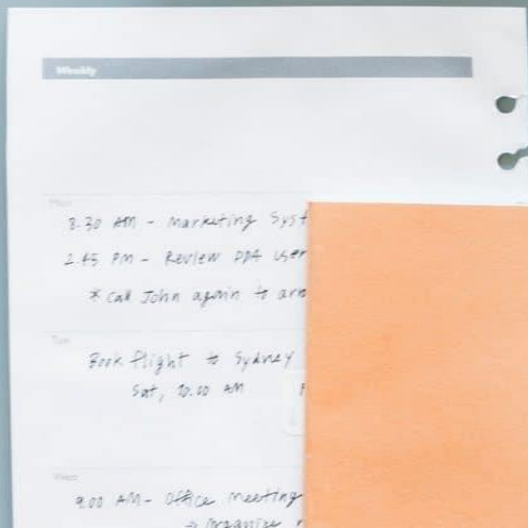
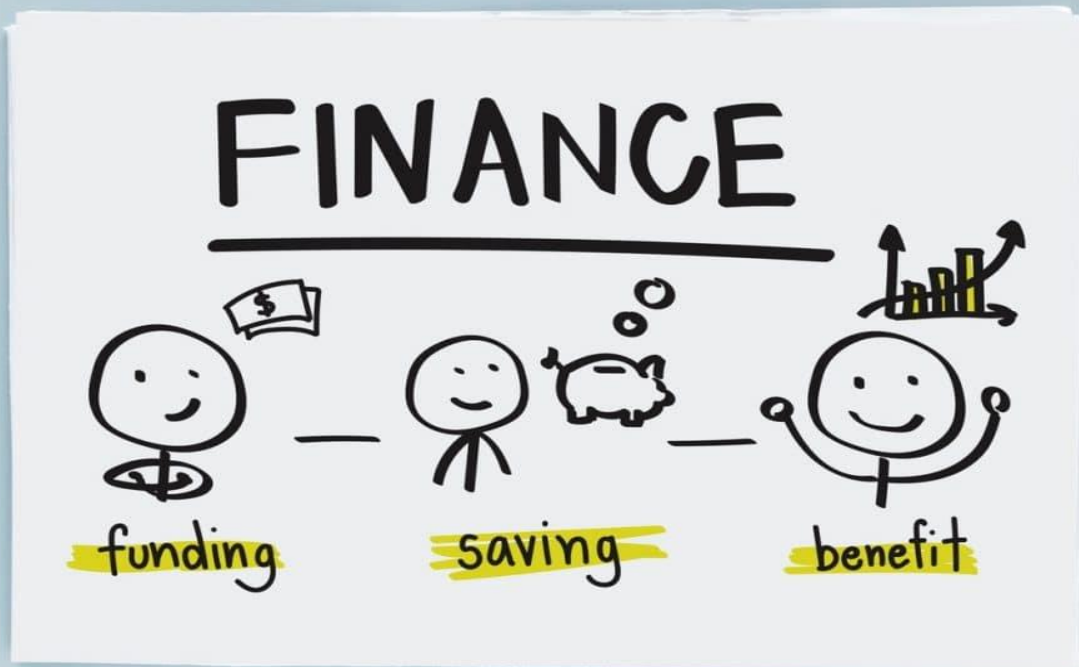
33. How do you compare on price?

34. How do you compare on service?



35. How do you compare on customer satisfaction?





36. How are you marketing your product or services?





37. How much is your marketing budget?

38. What are your per customer acquisition costs?



**39. How much
is your
customer
lifetime value?**



40. How much equity and debt has been raised in the past?



A photograph of three women in a meeting. One woman with long brown hair is smiling and looking towards the right. Another woman with blonde hair is smiling and looking towards the left. A third woman with dark hair is seen from the back, looking at a laptop screen. The laptop screen displays a list of items. In the foreground, there is a vase with pink tulips and a black mug with the text 'class man' on it. The background is a blurred office or meeting room.


41. Who participated in earlier rounds of fundraising?



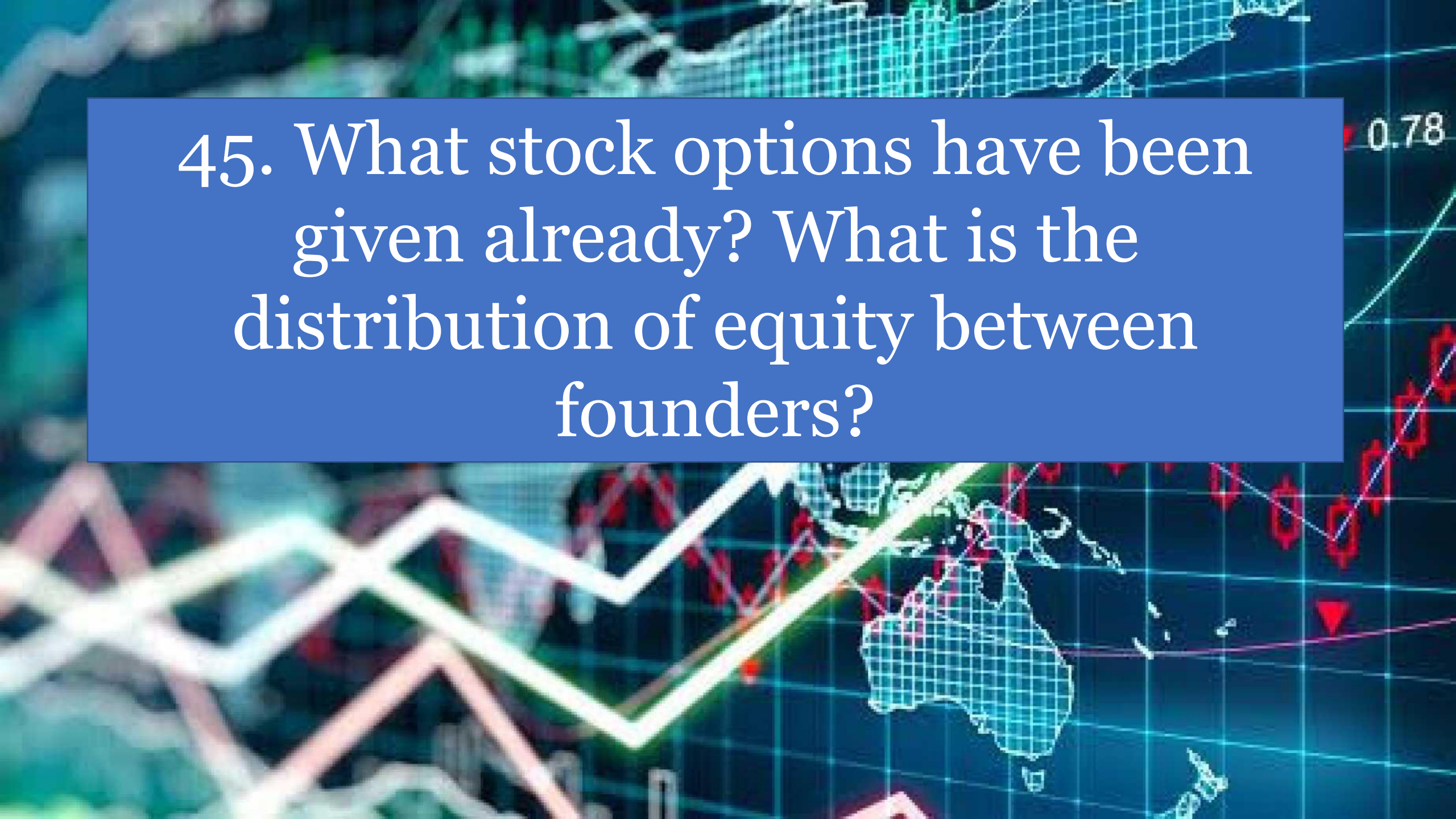
**42. What is
your Burn
Rate?**



43. How long
will it take to
become
profitable?

The background features a collage of business-related graphics. In the top left, there is a bar chart with blue bars of varying heights. Below it is a line graph with a white line and blue markers. On the left side, a donut chart is divided into four segments with percentages: 18%, 6%, 7%, and 14%. In the bottom center, another donut chart has segments labeled 15%, 6%, and 7%. The right side of the image shows a blue calculator with a silver pen resting on it. The calculator's display and buttons are visible, with numbers like 30, 63, 29, 301, 31, 329.17, 998.87, 20, 23, 38, 15, 0.7, 7.65, 12.37, 13.88, 0, 6.04, 187, 21, 27, 94.8, 0, 27, and 25. The text '44. What are the key metrics your team is focused on?' is centered in a white box with a black border.

44. What are the key metrics your team is focused on?



45. What stock options have been given already? What is the distribution of equity between founders?

INTELLECTUAL **PROPERTY** **LAW**

PATENT **RIGHTS** **ASSETS** **INDUSTRIAL** **INNOVATION** **EXCLUSIVE** **COPYRIGHT**

TRADE **SIGN** **PROTECTION** **INTANGIBLE** **SECRETS** **WORKS**

DESIGN **TRADEMARK** **INFRINGEMENT** **DRESS**

**46. What legal
risks do you
see?**



A circular graphic with a gradient from green to red. The word "RISK" is written in large, bold, orange letters across the center. The background is dark with a circular pattern of colored segments.

RISK

47. Are you aware of any product liability risks?

HIGH



RISK

48. What regulatory risks could impact this business?



49. What intellectual property
do you own?



50. Who developed any intellectual property owned?



*51. Have any employees or partners
have left who may challenge these
rights?*

**52. Are there
any additional
patents
pending or
planned?**





53. How are any current intellectual assets owned?

USE OF FUNDS



54. How will these funds be allocated?





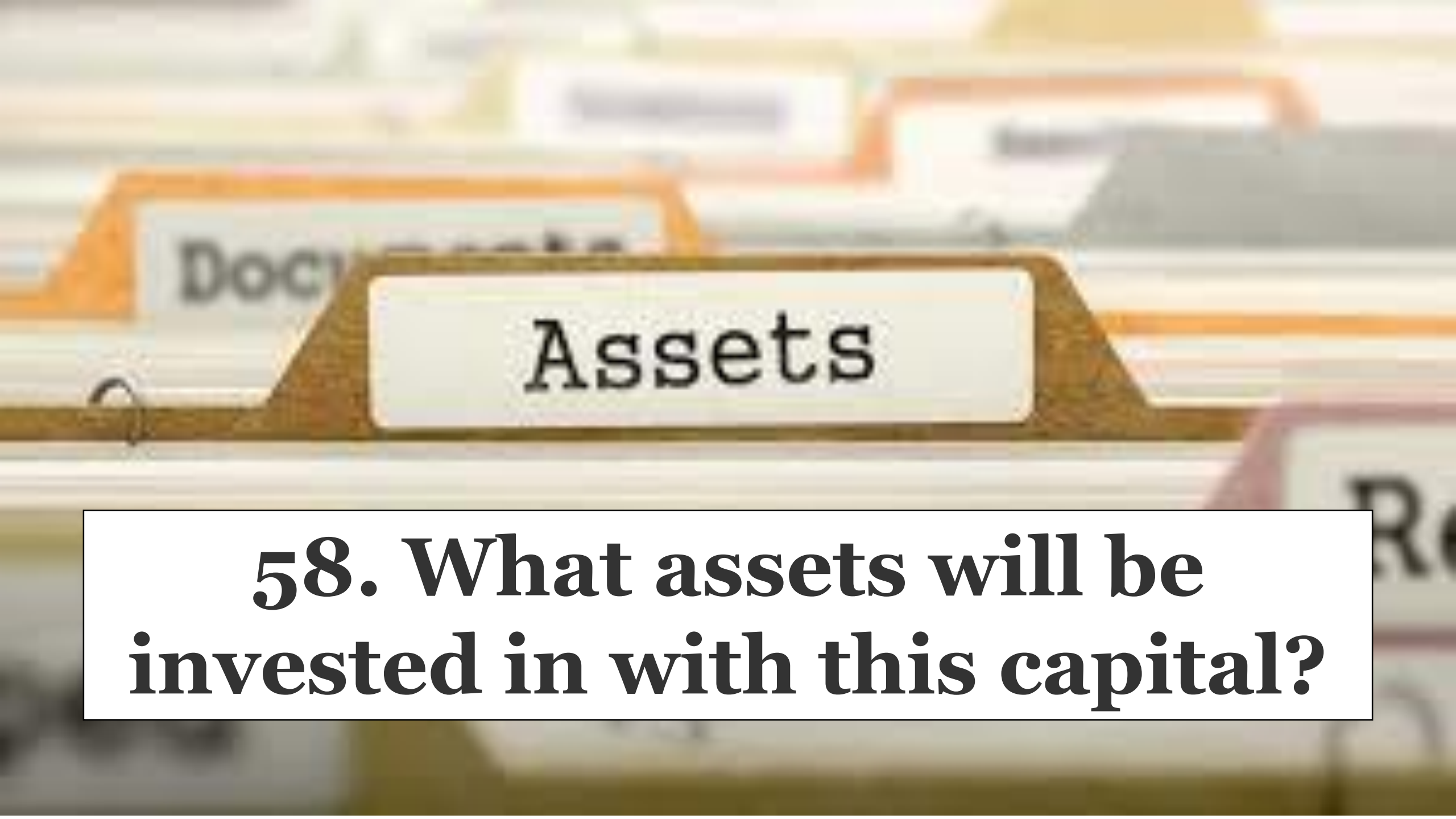
55. How much will
be spent on
founders' salaries?



56. How much will
be spent on
overhead versus
expansion?

**57. What if you don't
get all the money
you are asking for?**



A close-up photograph of a file folder tab. The tab is made of a light-colored material, possibly cardboard or plastic, and is attached to a brown folder. The word "Assets" is printed on the tab in a black, serif font. In the background, other folders are visible, some with orange and grey tabs, but they are out of focus. The lighting is soft and even.

Assets

58. What assets will be invested in with this capital?



RISK

59. What are the biggest risks to my investment?

60. Why are you choosing this method of raising capital?






61. How much of
this money will
be used for
future
fundraising
efforts?



62. How much are your personal expenses each month?

A top-down view of a dark desk cluttered with business planning tools. Several sheets of paper are scattered across the surface, featuring hand-drawn flowcharts and diagrams. A smartphone lies on the right side of the desk. In the foreground, several blue pencils are visible. A small wooden eraser is positioned near the center. The background shows a blurred yellow container and more office supplies. The overall scene conveys a sense of active business development and creative problem-solving.

BUSINESS MODEL

A night market scene with a large banner for 'Feng Chia Night Market' (逢甲國際觀光夜市) featuring a Wi-Fi logo and rainbow stripes. The banner also includes the text 'Feng Chia Night Market' in English. Below the banner, a large crowd of people is walking through the market. To the right, there are various signs, including one for '防皺襯衫' (wrinkle-resistant shirt) and a large '200' price tag. A mannequin wearing a green jacket and skirt is visible in the foreground on the right. The overall atmosphere is busy and colorful.

63. Which specific marketing channels are you using and why?

PLAN B


64. What is your plan B if these sales channels are interrupted?



65. What profit margins are you operating on?



66. How will scaling impact profit margins?



67. What pivots have you already made up until now?

68. Can you tell me a story about how a customer has decided to choose you and their experience with your product?



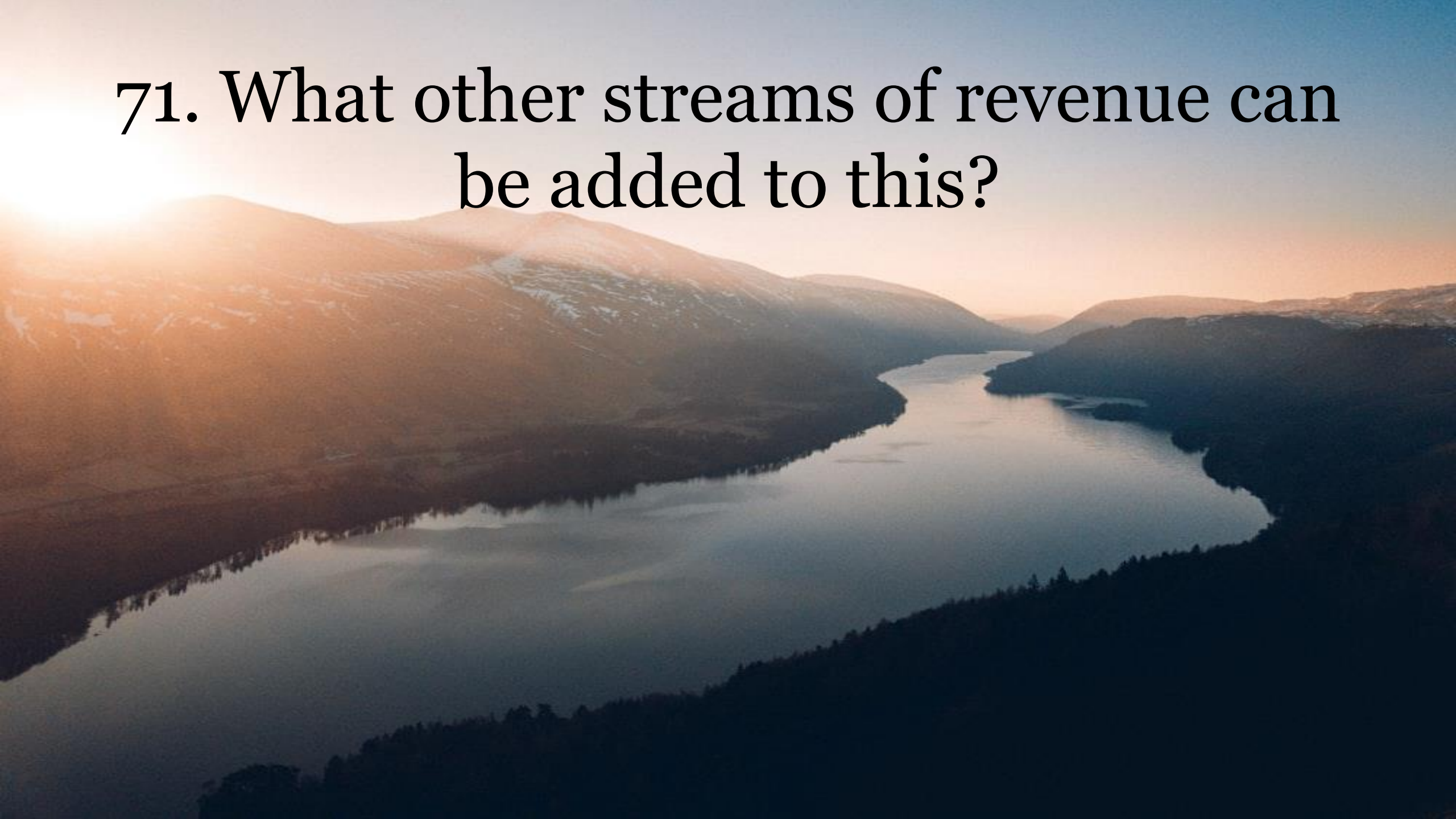
*69. Who in
this
organization
is most
replaceable?*






70. What unique features are you working on?

71. What other streams of revenue can be added to this?



A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reaching towards a bright, slightly cloudy sky. The perspective creates a sense of height and architectural scale. The buildings are dark against the lighter sky, with some windows reflecting the light.

CORPORATE STRUCTURE

A top-down view of a white desk. In the top left corner, there is a small green succulent plant in a white pot. In the center, the text "72. How is the company currently organized?" is written in a black, italicized serif font. To the right, a silver laptop is open, showing its keyboard and trackpad. In the bottom right, a person's hands are clasped together on the desk. The person's left arm is visible, wearing a silver metal-link watch and a white shirt cuff. The background is a plain white surface.

72. How is the company currently organized?

73. How are shares split?



74. Is there an existing board or advisors?

75. Where is the company registered?

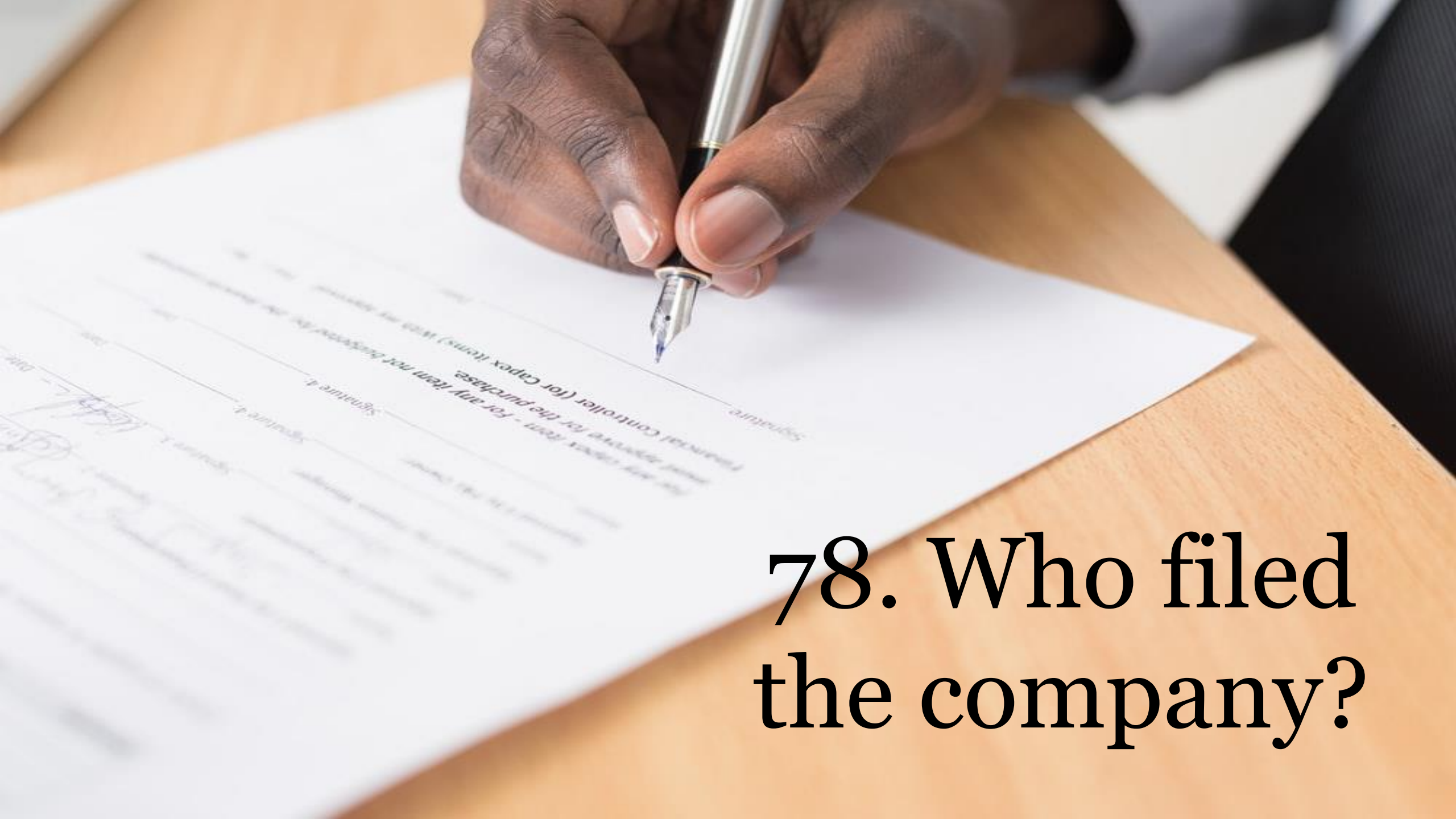


A blurred background image showing a meeting or collaborative work environment. Several people are seated around a table, each with a laptop or tablet open in front of them. The scene is dimly lit, with a soft blue and green color cast. The focus is on the text overlay in the center.

76. Who handles
accounting?

77. Name
someone you
chose not to
include as a
founder and
why?





**78. Who filed
the company?**



79. Who is the registered agent on record?

EXISTING FINANCING ROUND





*80. What is your exit goal? (i.e. IPO,
M&A)*



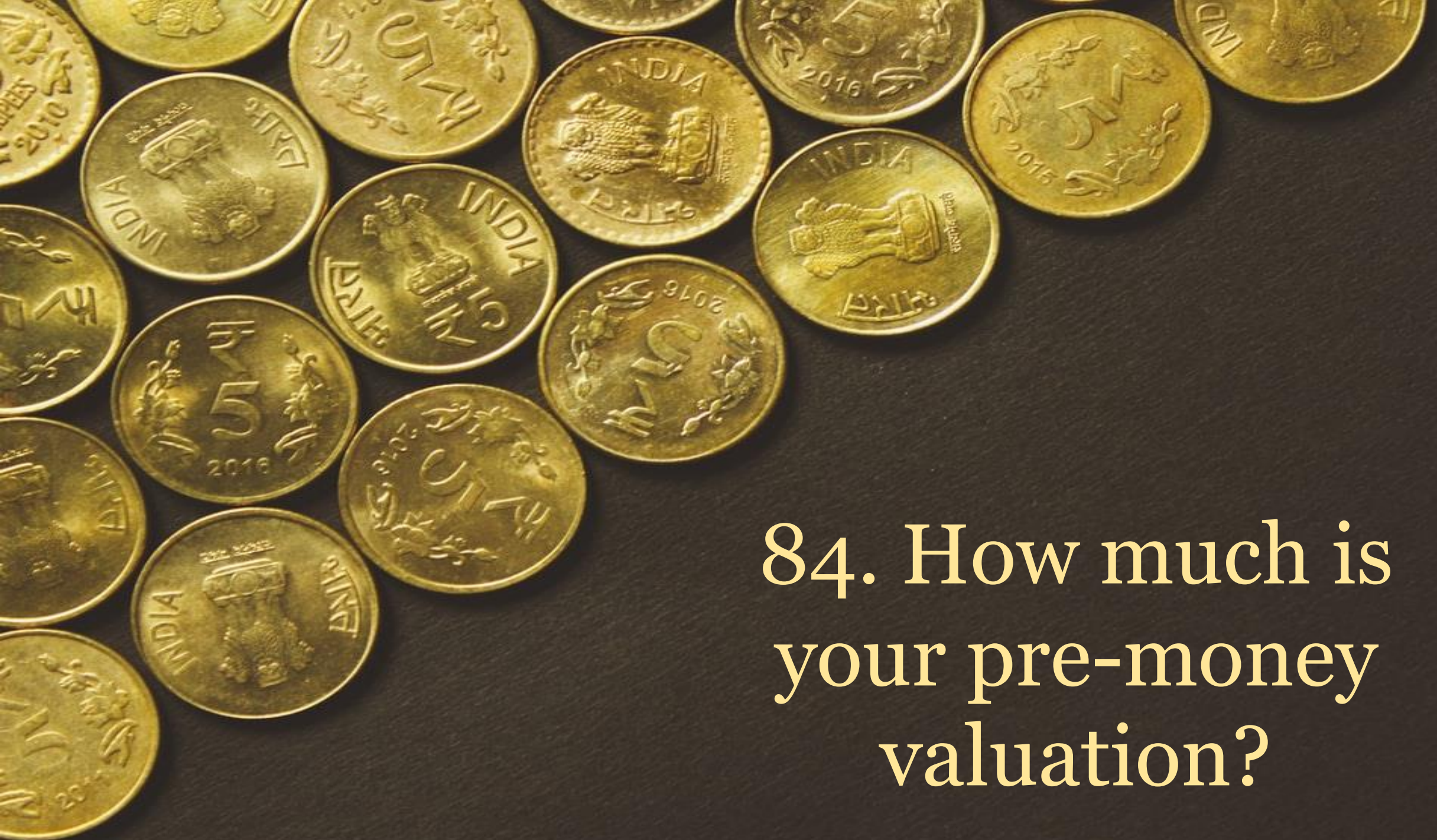
81. What is your expected time frame for this?



82. Who do you imagine will help you exit?

A close-up photograph of a person's hands, wearing a dark, textured sweater, holding a stack of several coins. The hands are cupped together, and the coins are piled in the center. The background is a plain, light-colored wall.

83. When do you expect you will be conducting a follow up round of fundraising?



84. How much is
your pre-money
valuation?



**85. How much
are you trying
to raise now?**

A group of five business professionals (three men and two women) are standing in a modern office with large windows overlooking a city. They are dressed in professional attire. A white text box with a black border is overlaid on the center of the image, containing the text:

86. How many previous investors will participate in this round?

A woman in a white sweater is standing and presenting to a group of business professionals seated around a conference table in a meeting room. She has her right hand raised, gesturing towards a large window in the background. The room is bright, with natural light coming from the window. The table is set with laptops, papers, and water glasses. The text "87. How else do you hope an investor will help beyond money?" is overlaid on the image in a white box with a black border.

87. How else do you hope an investor will help beyond money?

STRATEGY

25/100

**YouTube
Channel**





STEP 01:
Set Up A
YouTube Channel
Based On
Strategy 9 Or 10



STEP 02: Use Capturevidz And Offshoring For Videos

REFER TO THE DAY 18-25 (JULY 15-21, 2020) DIGITAL MASTERY NOTES AND RECORDINGS



STEP 03:

Use "Patreon Platform" For
Video Creation
(Remember To Choose The
Niche Patron Supports)

STEP 04: Monetize






STEP 05:

Form as company after 6 months to one year and value and raise capital

A red speech bubble with a white outline and a drop shadow, containing the word "EXAMPLE" in white, bold, uppercase letters. The bubble has a pointed bottom and a small tail pointing downwards.

EXAMPLE



You Are Making **3000 USD** An
Average For **One Year**
You Can Value Your Channel
3000 X 36 = 108000

\$ 100,000

STEP 06:

You Can Raise 25,000
USD Capital In
Exchange Of 25% Of
Your Equity





STRATEGY 26/100

*RAISING CAPITAL
THROUGH AFFILIATE
MARKETING*

STEP 01: START AFFILIATE MARKETING



STEP 02: CHOOSE A NICHE WITH WHICH YOU CAN DO ECOMMERCE TOO



Appliances

[Book Your E-Store](#)



Baby

[Book Your E-Store](#)



Bathroom & Toilets

[Book Your E-Store](#)



Beauty & Cosmetics

[Book Your E-Store](#)



Books

[Book Your E-Store](#)



Downloadable/ Digital products

[Book Your E-Store](#)



Electronics & Accessories

[Book Your E-Store](#)



Fashion


[Book Your E-Store](#)



**STEP 03:
CREATE
TRACTION**

A red speech bubble with a white outline and a drop shadow, containing the word "EXAMPLE" in white, bold, uppercase letters. The bubble has a pointed bottom and a small tail pointing downwards.

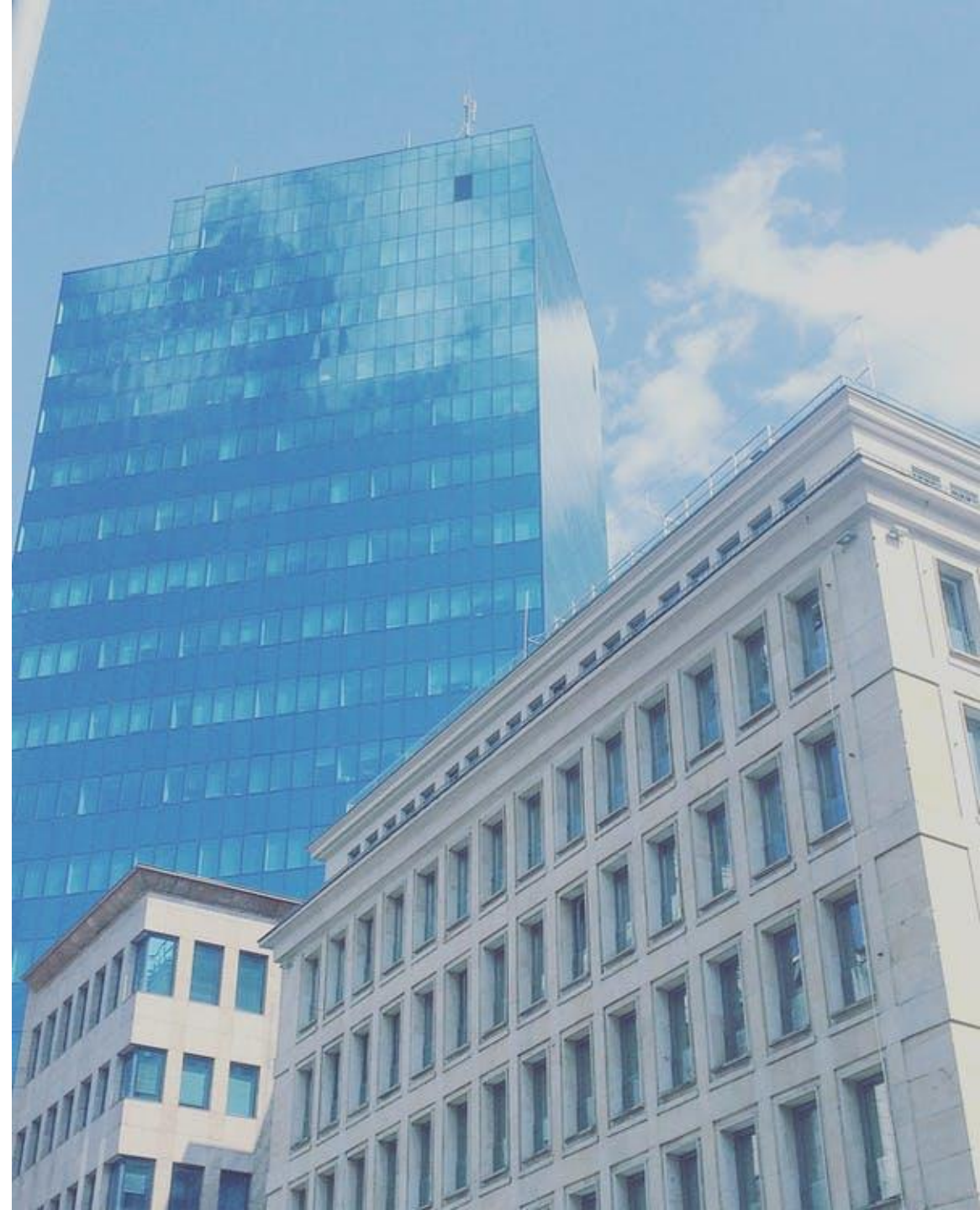
EXAMPLE



You Are Making **3000 USD** An
Average For **One Year**
You Can Value Your Channel
3000 X 36 = 108000

\$ 100,000

STEP 04:
FORM A COMPANY TO
START AN
ECOMMERCE BUSINESS AND
AFFILIATE MARKETING



STEP 05: RAISE CAPITAL





STRATEGY 27/100
CONVERTIBLE NOTES



ONLINE SHOPPING MALL



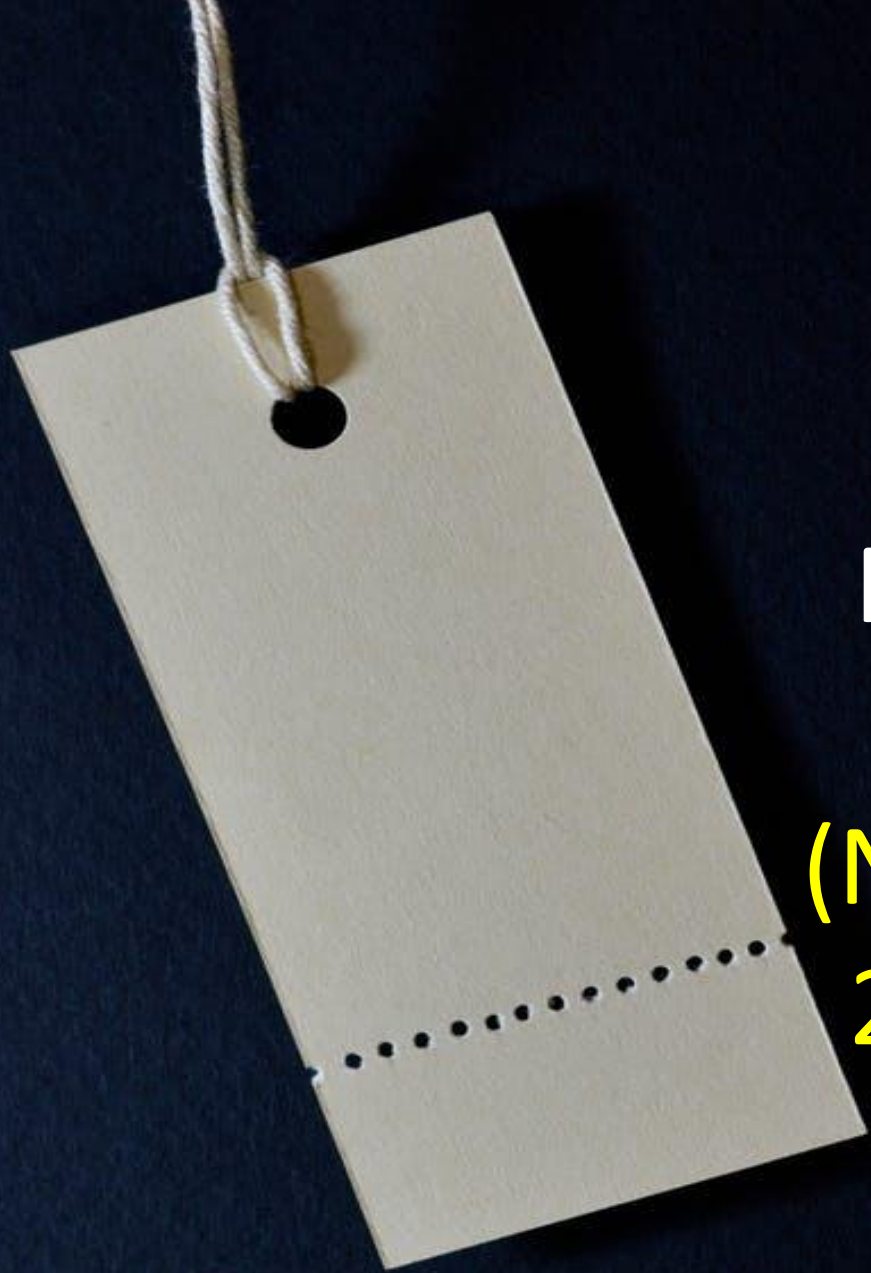
أشيقر[®]
DIGIMENTORS



START AN ECOMMERCE "DONE FOR YOU" NICHE STORE

**WITH ONLINE
SHOPPING
MALL OFFER
PRICE!**





STEP 01:

**CHOOSE NICHE AND BLOCK
NICHE WITH OFFER PRICE IN
YOUR NAME**

**(NOW THE PRICE IS LESS THAN
2000 USD OF THE 7500 USD)**

STEP 02:

Get an investor to invest with you
7500 USD with convertible notes with SAFE (without
interest with valuation cap of 1 Million USD)



**STEP 03: OFFER HIM DISCOUNTED PRICE
OF LIQUIDATION WITH IN 18 MONTHS TO
24 MONTHS**

A photograph of a document titled "COMPANY LIQUIDATION" in bold, black, sans-serif capital letters. The document is white and is placed on a light brown, textured surface. A silver paperclip is attached to the top left corner of the document. A dark wooden gavel is positioned diagonally across the right side of the document. The background is a solid yellow color.

**COMPANY
LIQUIDATION**

AND



STEP 04:
Pay back in 12
months the
initial capital



T₁ H₄ A₁ N₁ K₅
Y₄ O₁ U₁



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