

# WEB3 FUNDRAISING



## TOP 5 TIPS:

### IT'S ALIVE!

Your pitch deck is a live document that should be tailored to each investor's mandate and portfolio.

**Average time VCs spend reviewing your pitch deck.**

**2:12**  
Mins.

Pre-seed Stage

**1:56**  
Mins.

Seed Stage

### STICK TO THE TRUTH

Startups are often tempted to embellish their numbers, exaggerate their traction, or over-promise results, among other things. Don't do it. Experienced investors can spot these half-truths from a mile away. All you will achieve is losing credibility.

**Investors expect startups to be a work in progress, otherwise they wouldn't be needed!**

### THE TRUTH ABOUT THE FUNNEL

Most startups are familiar with the investment funnel, but here are some **truths** only those intimate with the investment process know:



#### SCREENING:

**A rejection might not be definitive.** The truth is, assuming someone actually reviewed your deck, you might have gotten a distracted analyst or an associate having a bad day. Don't be afraid to try again.

#### INVESTMENT COMMITTEE(S):

**Time to make friends and pull strings.** If you make it to the IC, it means your idea makes initial sense, and it is time to impress those evaluating you. People like to work with people they like, so this is not the time to be difficult. If you know anyone in the inside (or someone who does), this is the time to reach out.

#### NEGOTIATIONS:

**Play hard to get (but not too much).** No one invests this much time and money if they don't want you. Don't be afraid to push back or ask for what you want, it's easier to meet reasonable requests than to start with someone new. Make sure to come across as assertive (CEO material) not difficult. Likewise, don't be afraid to walk away from difficult investors, they will be your biggest nightmare in the future.

### The 111:11:1 Rule

Only 10% of pitch decks make it past the screening process. Of those, only 9% make it past the Investment Committee(s). Therefore, for every one startup that received investment from a VC, 11 were considered by the IC and 111 were submitted to the initial screening process.

#### GO GLOBAL

Web3 investors are all over the globe, don't limit yourself to those in your country or language. When VCs find an idea they like, they will work around geographic or language barriers.

**Ready to raise funds?**  
Find out how we can help.



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