"Say No One Hundred Times" Principle – fundraising for startups can be a painful and timeconsuming process



www.growthvision.pro

Decision funnel in Venture capital *Timeline in Venture capital* Considered 101 "fast mode" 4-12 weeks Pitching Met management 28 10 **Reviewed with partners** Negotiating 1-4 weeks 5 Due diligence "slow mode" Diligence 3 - 5 weeks Term sheet 2 2 - 6 weeks Legal Made the investment 1 1 - 2 weeks Get money

> 11-29 weeks or up to 3 to 7 months on average