

ENNEA CAPITAL PARTNERS
FUNDRAISING
MasterClass



5 reasons why start-ups fail to raise

WKÖ Webinar

12. April 2022



MEET THE TEAM

Versatile team of founders, investors and advisors



**Jan-Frederik
Valentin** 
Partner

- 10+ years M&A and investment experience
- CEO of listed Travel24 & FERIEN Touristik
- MD of KAYAK Europe
- Angel investor and Founding Partner at ennea



**Simon
Schiller** 
Partner

- Analyst at Philipp Lahm Holding
- Project Manager at acta7 Sportmarketing
- Project Manager at FTI Group
- 3+ years Associate at ennea



**Cassian
Silins** 
Partner

- M&A lead
- Global Head of Accomodation at KAYAK
- Strategic Advisor Trivago, Siteminder
- Advisory Board Member
- Founding Partner at ennea



**Johanna
Kim** 
Head of Operations

- Marketing & PR Consultant at CreateCtrl
- PR & Marketing at HypoVereinsbank
- Business Development at Kirkland & Ellis



**Bente
Baumann** 
Analyst

- Community Manager ennea Fundraising MasterClass
- Hogan Lovells
- Corporate Finance and Tax at Telefonica
- Innovation Center Munich University



**Dr. Sven
Sterzenbach** 
Investment Partner

- Professor Innovation & Entrepreneurship
- Munich University of Applied Sciences
- Controlling at Siemens
- Head of Finance at Magazino
- Angel Investor

TRACK RECORD

Trusted investors and advisors across sectors and stages



Our coaches and speakers



DOMINIK SCHWARZ
HomeToGo



NADINE CHOCHOIEK
Bright & Bold



BENJAMIN LUTHER
Medi Ventures



SASCHA HAUSMANN
HOWZAT Partners



FELIX FERSTL
Ananda Ventures



SASCHA GUENTHER
Vorwerk Ventures



CHRISTOPH SCHUH
Lakestar



DAVID ZIMMER
Coparion



FELICITAS WEIL
Finanzcheck

But now let's talk about...

**the 5 main reasons why
start-ups fail to raise!**

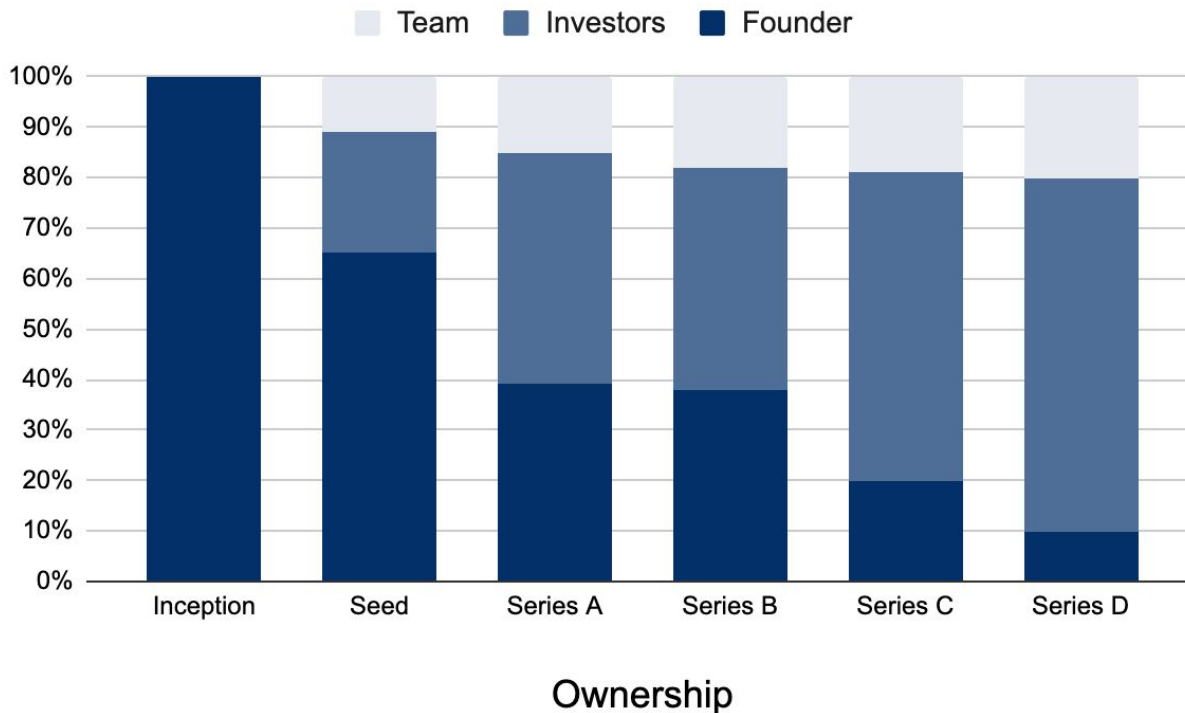
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CAP TABLE SCREW-UP

- (Operational) Founding team has too little shares left
 - Excessive dilution in past rounds
 - Passive shareholders (former co-founders)
 - Too large founding team
- Too many little shareholders

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CAP TABLE: TYPICAL SHARE DISTRIBUTION



5

CAP TABLE: INVESTOR EXPECTATIONS

“Every investor has a different minimum equity threshold he wants founders/management to hold. I have seen Series A rounds fall apart because the founders only held 30% of the company”

Former Head of M4E at Axel Springer

“The Cap Table issue must be resolved prior to Series A. Else, no VC that I know, would take a look. They simply don’t want to be bothered with the hassle of resolving this situation.”

Partner, Atlantic Labs

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CAP TABLE: HOW TO PREVENT/MITIGATE PROBLEMS

- Prevention
 - Beware of minimum ownership benchmarks in order to avoid over-dilution in the first place
 - Work with reverse vesting already upon company formation
- Mitigation
 - Make your existing investors aware of the situation and resolve issue before you go out and address investors (legally binding shareholder/board resolution necessary)
 - Options at hand
 - ESOP
 - Capital increase with capital reserve payment = future liability

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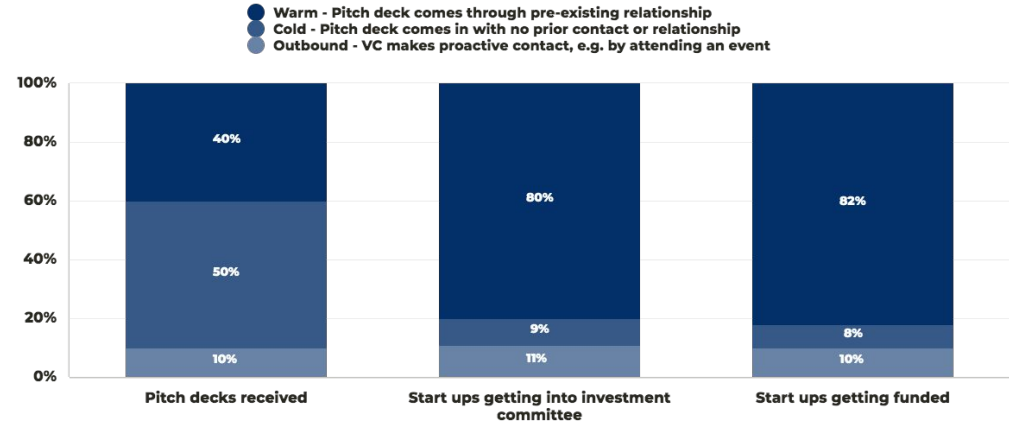
TOO LITTLE TIME PLANNED: EXPECTATION MANAGEMENT

- The complexity of fundraising processes is often underestimated
- Fundraising can be a lengthy and frustrating process - founders need to show persistence and optimism
- Founders should expect to get a very large number of rejections or non responders before the first investor bites
- Sufficient time must be budgeted for fundraising: You still need to run your company whilst fundraising for your company

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TOO LITTLE TIME PLANNED: MITIGATION

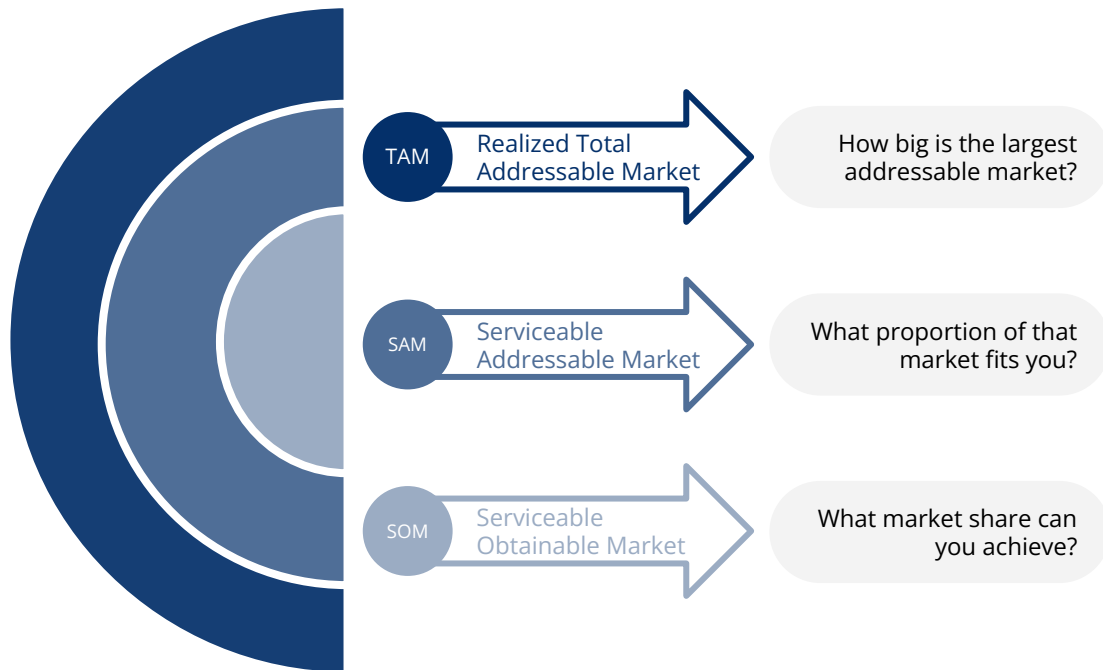
- Expect a minimum duration of 6 months
- Take sufficient time to plan your outreach
- Align your internal budget, roadmap / milestone plan and work backward
- Establish and cultivate investor relationships ahead of time
 - Investor updates to stay in the fold
 - Connect with multipliers as soon as possible



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NON-UNDERSTANDING OF VC DYNAMICS

- >1x fund return necessity
 - 100mio = <10% → 1bn
- TAM/SAM/SOM
- SAM = 10bn



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NO PROBLEM-SOLUTION-FIT

- How severe is the pain/problem you are solving?
- Focus key: Serving 5 small vs. 1 large problems
- Your product/service needs to be 3x better than the status quo
- Ask yourself why your business fulfills this rule
- How can you prove this? Traction vs. surveys

1

TEAM SCREW-UP

- Strong team trumps individual stars
 - Single founders
 - Complementary skills <> necessary skills
 - Industry expertise / network
 - Attitude (Self reflection) / Vision
- Be bold, but don't be naive
 - Bullish revenue, but realistic (Hockeystick)
 - Understanding of the workings of the business model and its main levers, realistic level of expenditures

OUTLINE

Ennea Fundraising MasterClass

1

MasterClass Structure

2

Curriculum

3

Application Process

1

MASTERCLASS STRUCTURE

- Duration: 10 weeks
- Weekly webinars
- Weekly Mastermind Group Meetings
- Individual Coaching Sessions
- Closing Event

2

MASTERCLASS CURRICULUM

Session No.	Topic
Session 1	Introduction Session
Session 2	Funding Rounds & Investor Expectations
Session 3	Product Validation & Proof of Concept
Session 4	Market Definition
Session 5	Product - Market Fit Panel Discussion
Session 6	Business Model & Main KPIs - SaaS
Session 7	Business Model & Main KPIs - Marketplaces + Ecommerce
Session 8	Financial Plan
Session 9	Liquidity Planning
Session 10	Team Dynamics

Session No.	Topic
Session 11	How to form a winning team
Session 12	Storytelling & Pitchdeck
Session 13	Fundraising Strategy & Forms of Financing
Session 14	How to approach investors
Session 15	VC screening processes and expectations - General
Session 16	Term Sheet & Negotiations
Session 17	Data Room Setup
Session 18	A select founders main fundraising lessons
Session 19	Investor relations and expectations
Session 20	How to scale your business

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MASTERCLASS APPLICATION PROCESS

1

Application Questionnaire

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Face-to-Face Zoom Call

Application deadline: 23.04.2022

Start MasterClass: 03.05.2022



Be in touch.

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