

Eighteen Ventures

Helping Health Technology Entrepreneurs Build Successful Businesses

Your Small Firm's Private Sector Fundraising Strategy Checklist



Your Small Firm



Fundraising Strategy Checklist

- ✓ Define Your Company
- ✓ Describe The Problem & Propose A Solution
- ✓ Describe The Business Growth Strategy
- ✓ Specify Actual Funding Needs
- ✓ Identify Best Funding Options
- ✓ Make An Investor Pitch

Six things needed to implement a successful private sector fundraising strategy.



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Define Your Company

You must define and describe your small firm:

- *Business Description*: Provide brief information about the company purpose, why it was started and who are the primary targeted customers/clients.
- *Service & Products Offerings*: Provide specific details about services or products the company offers.
- *Leadership*: Provide a complete list and description of the individuals who are involved in leading and growing the company.



Describe The Problem & Propose A Solution

Your firm must describe a real-world problem that needs solving and describe your firm's novel solution to solve the identified problem.

- Identified Healthcare / Medical Problem
- Patient Population, Buyers & Users Impacted
- Targeted Buyers & Users
- Existing Competing Solutions/Competition
- Proposed Solution: Purpose, Uniqueness, Utility, Features, Benefits
- Solution Stage of Development
- Value Proposition

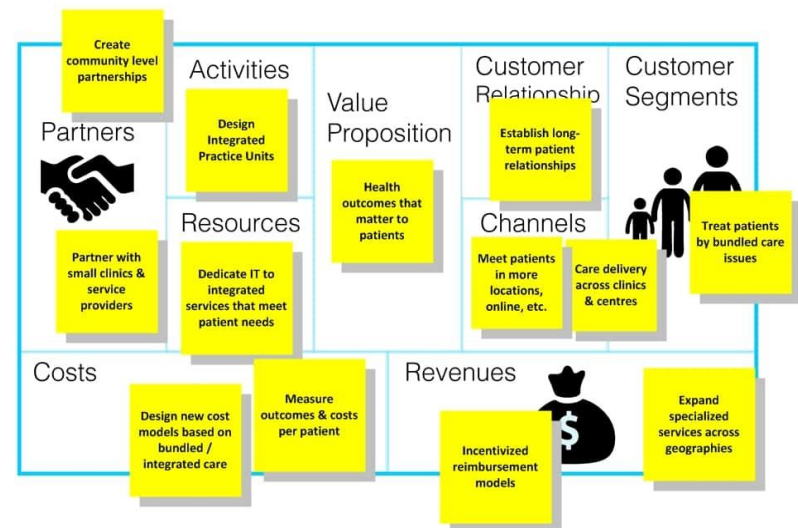


Describe The Business Growth Strategy

Investors want to know how the firm intends to sell the solution into a competitive market, generate consistent revenues, capture market share, and produce profits.

Business Model

- Business Opportunity
- Customer Segments
- Competing Technologies/Solutions
- Activities
- Resources
- Revenue Projections
- Commercialization Process



Specify Actual Funding Needs

Specify the company's actual funding needs.

- ❖ How much money is needed?
- ❖ How many rounds will be needed?
- ❖ How will the money be used?
- ❖ What is the exist strategy?



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Identify Best Funding Options

Your company must identify potential funding options that could provide investment fund.

- Venture Capital firms
- Health System Venture Funds
- Healthcare Corporate Venture Capital Funds
- Pharmaceutical Venture Funds



Make An Investor Pitch

Your small firm must contact and pitch the novel solution.

Prepare contact list of targeted potential investors

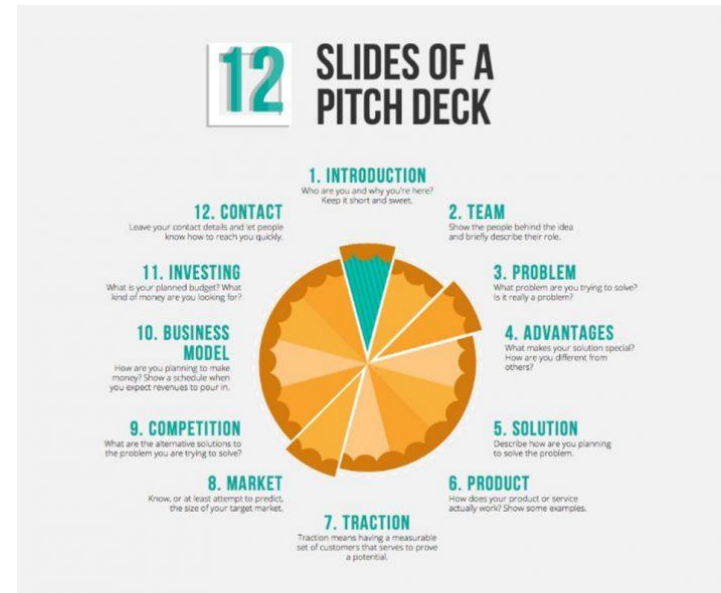
Prepare pitch deck with 12 slides

Prepare a two-page executive summary of the pitch deck

Prepare an introductory cover letter

Mail cover letter and two-page executive summary to targeted potential investors

Follow-up with phone calls and emails to targeted potential investors





About Eighteen Ventures

Eighteen Ventures (EV) is a small business development advisory firm providing consulting to startups, and small emerging firms nationwide. Specifically, we offer our clients pertinent services, such as Business Model Development, Small Business Innovation Research (SBIR) Program Phase I &II Proposal Development, and Private Capital Fundraising.

Fundraising Strategy Development Service

This service is designed to help startups and small firms prepare a comprehensive plan leading to acquiring early-stage funding.

In particular, the service includes helping small firms organize, assemble, and prepare information & data needed to present a compelling, realistic argument to potential private sector investors for funding.

Also, it includes helping clients identify and connect with potential private sector investors from Eighteen Ventures' Investor Database, which contains over **150** private sector investors seeking to fund novel healthcare and medical solutions.

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