

# Fundraise with Forum

Fundraising is a huge part of enabling company growth, but it's often uncharted territory for founders. Founders who raise with Forum Ventures do better than those who go it alone, and that's because we walk the journey together, ensuring you have exactly what you need at each step.

It's our goal that every founder that joins our portfolio successfully raises their next round of funding so that we can keep building together. And so, we've developed a focused fundraising track to support, guide, and get you that round.

Here is what that looks like...



## A Dedicated Fundraising Track

Portfolio founders can choose to fundraise with Forum at any point in their early stage journey. When you're ready, you can join one of our tri-annual Investor Week tracks (May, October, February), with 10 weeks of fundraising specific programming leading up to our raise event. The sole purpose of this track is to fully prepare you to fundraise confidently and successfully.

We'll help you build your narrative and pitch deck, and get you practicing your pitches early with real investors. We'll look at your financial modelling, help you figure out how much your company is worth and how much to raise, get your data room in order, and get you confident with your numbers. We'll show you how to leverage your network to get more meetings, what to expect from each meeting and how to nail them. And we have templates for everything, from emails you need to send to investors, to decks, to terms sheets and more.

*There is a lot to know here, and you won't be alone.*

Investor Week is the culmination of our Fundraising track, and is our asynchronous version of a demo day where we set up as many quality investor meetings as possible. The Forum team is dedicated to showcasing the companies raising, drumming up as much interest from investors as possible, and converting that interest into meetings.

# What you get from our Investor Track

1. A strong fundraising narrative
2. A beautifully designed investor deck
3. A comprehensive data room
4. Knowledge of the fundraising process
5. Pitch practice with investors at later stages
6. Introductions to 20+ qualified funds from our Investor Network
7. Fundraising advice from our Partners, alumni founders, and investor peers
8. Support through your entire fundraising journey



# Prep Weeks

Here is a look at what we cover during each week of this track:

## Intro to Fundraising

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There are a lot of pieces to get in place before you can raise your round, and we want you to be and feel fully prepared. We'll walk you through the process, step by step, and make sure you fully understand how this all works (we even have a checklist to guide you).

## Narrative & Pitching

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We'll help you build out a compelling narrative that embodies your vision, values, product, and story, and show you how to bring it into your fundraising pitch so that when it comes time to fundraise, you can connect with investors in a meaningful and memorable way.

## Pitch Practice

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We set up pitch practices with our team and our network of later stage investors so that you can get as much practice, and as much feedback, as possible, before you put it in front of potential investors.

## Building Process & Managing Pipeline

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Fundraising is similar to sales, in that you'll need a pipeline to ensure you land high quality investors meetings. We'll teach you how to map out an effective fundraising process, build out a target investor list, and then land meetings through both warm intros and cold outreach .

## Deck Building & Design

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Your pitch deck is what will sell investors. It's the most important aspect of fundraising. We want to make sure yours is perfect and that it shows off your vision and story, is compelling with proof points, and looks really f\*cking good. We'll build it together, test it, and iterate on it, again and again.

## Financial Modeling

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Financial models demonstrate to investors you have a firm understanding of the inputs that will drive the unit economics of your business and the growth levers within your business model. We'll help you build out your model, showing a clear path to your next fundraise.

## Founder Journey

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Fundraising is challenging and we know how helpful it can be to hear from other founders who have successfully raised a round. We'll bring in founders from our portfolio to talk through their fundraising experiences, share tips, and answer any questions.

## Investor Week Kick Off

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Our program culminates in two weeks of investor meetings. Our showcase page shows off all of the startups raising with the ability for investors to book meetings directly (they LOVE this process). And then we share it with our network of thousands of the top VCs across North America.

# Investor Week starts, *now what?*

## Meetings

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Our portfolio founders get, on average, 25-35 meetings through our investor network alone. That doesn't count the meetings you get through your own network, which we'll spend time helping you understand how to do.

We'll help you create your Investor Target List – a list of the VCs you think would be the best fit for you. You'll use this list to do your own outreach, and then use the meetings from investor week to build momentum around you so that you can get these investors on your cap table.

When you start your meetings, we'll walk you through everything – what to expect in your Associate vs Partner meetings, what they'll each look for, data points to prepare, and how to build trust with investors. We'll guide you through the follow up process, decoding investors responses, and more.

## Securing Your Round

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Once you start meeting with investors things can move fast, especially if you start to create impetus (we'll show you how). Before you know it, you'll be sharing your data room, meeting with more firm Partners, setting up term sheets, figuring out if you want to raise a party round or get a lead investor, deciding whether to raise a seed versus pre-seed round, considering financing options (SAFE vs. Convertible Note vs. Priced Round), and of course, how much to raise.

We'll be there through all of this, keep you grounded, and make sure you get in bed with the investors that are right for your company. We won't let you settle for less. This will ensure your company can keep moving forward with momentum and with an investor table that you love working with.

# Portfolio raises in the last year alone... to name a few



## Firstbase

\$50M Series B led by Kleiner Perkins.



## VendorPM

\$6M Seed Round from Bessemer Venture Partners



## Breinify

\$11M seed from Gutbrain, PBJ, Streamlined, and CXO Fund



## Redroute

\$6.5 million in seed funding led by ScOp Venture Capital



## Inscribe AI

\$10.5M series A from Uncork Capital, Foundry Group and Y Combinator



## Courier

\$35 million Series B funding round led by GV



## Fireflies

\$14M series A from Khosla Ventures and Canaan Partners



## RouteFusion

\$10.5M round from Canvas Ventures



## CoProcure

\$22M Series A led by Forerunner Ventures



## OnCue

\$10m series A led by Rethink Impact



## Silq

\$17.6M Series A co- led by F-Prime Capital & Flexport.



## Lang.ai

\$15M Series A led by Nava Ventures

More Questions?  
*Let's keep talking*