

# Welcome to Forum Ventures

We are so excited to have you here, and hope we get the opportunity to build together.

This package contains everything you need to know about Forum Ventures, what it means to join our portfolio, the type and level of support we provide, and lots more.

By the end, we hope you have a good understanding of how our program is right for your business.

*Let's get started!*



## Everything you need on your B2B SaaS founder journey from zero to sustainable.

Starting a company is really hard – we understand that first hand. As former SaaS founders and operators, we know the importance of having capital, support, community, and an outside perspective on this journey.

Every year we review thousands of startups and invest in the top 1-2% of those companies. You will be joining a community of best in class B2B SaaS startups who are changing the way we work, including companies like [Firstbase](#), [Private AI](#), [Calico](#), [Fireflies.ai](#), and over 800 more!

Since 2014, we've been helping founders build a sustainable business by building market-ready products, acquiring customers and raising additional capital. Once we invest in a company, we build heads down with you as your fractional co-founder during this crucial part of the journey. We set goals together, work backwards on proof points, craft your narrative, and take you out to raise capital.

By focusing on these areas with our founders, we've achieved a 3-year average fund-through-rate of 65% and NPS of 80+.

We run our program remotely so we can help you grow your business wherever you live. We have offices in New York in Toronto for those who can/want to build together in person.

# Hear From our Founders

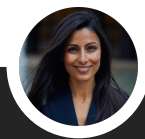
What are founders saying about their experience with Forum's program? Listen to the video interviews to learn about our founders' journeys with us from day 1 to raising Seed / Series A.



## Testimonials

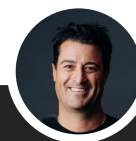
"Forum VC is one of the most accessible, proactive, responsive and hands on investors on our cap table! They are always first to respond to our investor updates and jump on any calls to action, like BD or other investor intros. They have helped us with tangible advice in all areas of the business - from fundraising, to GTM, hiring, navigating crisis, etc. Finally, they are all the genuinely the nicest and smartest people one could have in their corner, thank you team Forum VC!"

*Bilyana Freye, CEO of Orbiit*



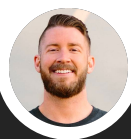
"The standout feature of Forum Ventures was its ability to illuminate a path through the startup wilderness. Forum provided a roadmap, outlining what needed to be done and when, a clarity that's hard to come by at the pre-seed stage. This structured guidance, coupled with personalized feedback, was invaluable. It saved us considerable time, effort, and resources, steering us away from potentially costly missteps."

*Guillermo Salazar, CEO of IrisCX*



"Our conversations with Mike Cardamone around market conditions, valuations, benchmarks, standard fundraising terms, and topics like that have been the most valuable. Forum has also been great at always teeing up investor meetings before a raise!"

*Mike Rowland, CEO of Droplet*



"The more VCs we talk to the more we realize how rare the Forum MDs are. With others, you feel like a balance sheet, or they don't understand the technology market or how to evaluate the opportunity. Forum gets it, inspires, had unwavering belief in us when things got hard. There is no comparison"

*Sherry Chang, CEO at Neural Lab*



# What will I walk away from the program with?

1. An initial investment of \$50k or \$100k
2. A clear path to product-market fit
3. Growing ARR / active users / pipeline
4. Customer introductions to help you reach \$200K ARR
5. Mentor /advisor matches
6. Confidence and preparedness to fundraise in the next 6-12 months
7. Introductions to 25+ curated funds from our Investor Network
8. A growing, active community of other SaaS founders from our portfolio
9. Continued access to \$100K+ worth of business perks
10. Lifetime support





# Personalized to Your Startup & Stage

We understand that every company has unique needs and is in a different stage so we don't provide a one-size-fits-all experience. We're not startup school and we're not here to distract you from building your business. Instead, we consider where each company is at and provide a tailored approach, build heads down with you, and meet you where you're at with personalized guidance, tactical solutions, and relevant expertise.

From day 1 at Forum, we will co-develop your business goals and a roadmap for how to get there. Your Managing Director will then work through this with you week after week, ensuring you're making meaningful progress, keeping you accountable, and accelerating your business. We'll also help you choose which programming to attend, set your fundraising timeline, hand pick mentors for you, make introductions to potential investors and customers, and more.

"Forum Ventures is truly one of the best accelerators you could join. It's like an extended family for me and the program helped me find a tribe of founders, investors, and industry leaders that are aligned with my mission and values and will support me in my journey going forward. Also, their team is amazing, their network is incredible, and they've helped us completely transform our business."

*Ariel Lopez, CEO of Knac*



"Forum was the fractional cofounder that helped us refine our product, and calibrate our vision to resonate with the right investors to raise a Seed. With all the ups and downs in the early days, having the forum team in our corner helped us keep up the momentum, along with endless resources to help us execute to the best of our ability. So proud to be a part of the Forum community."

*Sam Dundas, CEO of Betsy AI*



# Our 8-Week Program

At Forum, our zero-to-one program is specifically designed to help founders get to the meaningful customer traction and milestones needed to help secure their first big round of funding.

Here are our areas of focus over 8 weeks:

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## **Managing Your Runway**

This module is all about financial discipline. We'll teach you the basics of cash flow, how to plan for your business with an operating timeline, and key rules to follow.

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## **ICP & Market Validation**

Discover and validate pain points in the market and whether enough customers experience them to lead to a venture scale outcome.

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## **Getting in Front of Customers**

Build a repeatable prospecting and/or referral motion to consistently get 10+ meetings scheduled a week with prospective customers.

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## **Running Effective Customer Discovery**

Put together a discovery call plan in order to validate your value hypothesis and gain a deeper understanding of the core problem you are trying to solve.

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## **Presenting Solutions Effectively**

Translate customer discovery insights into product insights for your MVP, define and present your "WOW" moment for customer feedback.

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## **Building Effective Proposals**

Present your value to early adopters and sell your first design partners.

## Weeks 9 and Beyond

When our core program ends, you will have all of the pieces in place to build a category defining B2B SaaS business. We'll identify your target fundraise date, agree on milestones to get you there, and determine remaining areas for support. Whether you're a few weeks out from your fundraise or you need a few more months to get your product in the hands of more customers, we'll keep building with you on your journey.

# Fundraising Track

Forum has helped our portfolio companies raise \$1B+ in follow-on funding. When you're ready, we will prepare you to fundraise confidently and successfully.

We'll walk you through when and how much to raise, how to secure and nail investor meetings, how to set up a round and your terms. We'll help you put together a target investor list, build a winning pitch deck, and establish your fundraising process.

We'll then introduce you to investors across our network that are right for you through our Investor Showcases (May, Oct, Feb), and guide you through the pitch process.



## Here is what our fundraising prep looks like:

1. Intro to Fundraising
2. Narrative & Pitching
3. Deck Building & Design
4. Building Process & Managing Pipeline
5. Pitch Practice
6. Financial Modeling
7. Founder Journey
8. Investor Showcase

**We've helped 450 SaaS founders raise capital from funds like A16z, Bessemer, Backstage Capital, CRV and dozens of others.**

# Forum Fundraising Showcase

The Fundraising Showcase is the culmination of our Fundraising prep track, where we set you up to meet with as many quality investors as possible. In the lead up to the Fundraising Showcase, we set you up with a number of pitch practices and connect you with our investor network of over 3,000 Seed and Series A stage VCs, angels, and family offices.

The Forum team is dedicated to showcasing our portfolio companies raising and drumming up as much interest from investors as possible. We will work closely with you on your investor decks, pitch storyline, your company narrative and more to ensure we're showing you off in the best possible way to maximize investor meetings.

## Forum Co-Investors



andreessen.  
horowitz

khosla ventures

Accel



 KLEINER PERKINS

NEA®

...and many more!

## Portfolio Highlights

PrivateAI raised a \$10M Series A from BDC Capital, GIT1K, and Panda Angel Partners.

Minerva closed a 6M+ Series A lead by FirstMark in Nov 2022

VendorPM Closes \$20M Series A from Prudence, Bessemer Venture Partners, Navitas Capital and Alate Partners

Indio Technologies Raises \$20 Million in Series B led by Menlo Ventures with participation from 8VC

People Data Labs Raises \$45M Series B led by Craft Ventures with the participation of Flex Capital.

Firstbase closed a \$50M Series B led by Kleiner with participation from Andreessen and Alpaca VC



# A Huge SaaS Community

## The Zero-to-One Collective: Our Advisor Network

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For the last 8 years, mentors and advisors have been a mission critical part of our Forum community. Just like the Forum team, these folks are all previous B2B SaaS zero-to-one founders or early operators, and know what it's like in those early days. We believe that you have to have lived it to know it, and that our portfolio founders should only be learning from us. We will match you with advisors that are right for your business and stage to meet on a regular basis and work through the challenges that are top of mind for you and your company.

## A Community of Founders

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Forum was started from a place of helpfulness. We know the founder journey can be isolating and so being part of an active community of other founders who are on a similar journey, or have been where you are, is crucial to both making headway and to your mental health.

Forum is committed to helping our portfolio founders connect with each other. Through cohort get-togethers, founder socials and direct 1:1 introductions, you'll hear what other founders are going through and the way they tackle similar problems, and support each other through the often lonely startup journey.

A selection from our Advisor Network:

- [Stephen Poncini](#), Head of Enterprise Sales & Strategic Accounts @ Atlassian
- [Dani Hussey](#), Head of Brand Marketing @ Dropbox
- [Ashley Paczolt](#), Senior Director, Global GTM Operations @ LinkedIn
- [Tamir Duberstein](#), Staff Software Engineer @ Google

As a member of our founder community you'll have the opportunity to join:

- Weekly Collaboration Wednesdays with our team at our offices in NYC & Toronto
- Monthly 1:1 founder coffee chats
- Monthly founder & community socials
- Access to our Founder/Alumni Slack and our resource portal - Founder Feed





# Customer Introductions

Securing early customers is essential for product development and finding market fit. Our team of 25+ professionals are all connected to their own networks, giving you access to an exponential network of contacts. After we determine your ICP and GTM strategy, you will have access to Forum's collective network of decision makers at enterprise companies. From there, we can provide warm intros and help craft messaging and sales pitches. We will help you find the right fit.

"The platform team was instrumental in getting us introduced to our first few customers for discovery. They not only helped us with customer intros, but also helped us perfect our messaging for investors and helped with those introductions as well"

*Arjun Sahgal, CEO at Ascent*



## Some customers in our network include:



Nationwide®



HELLO FRESH



Grant Thornton



JPMORGAN CHASE & CO.



"Forum is a program that I could not recommend enough! The leadership knows the playbook and they are there to provide all the support you could dream of as you march towards your seed round. I also worked as an associate at a VC fund prior to being a founder so I've had first hand exposure to all the major accelerators and what Forum does for their portfolio companies is a solid notch above the others."

*Nathan Pinto, CEO, Credit Mountain*



## A few success stories:

- Forum portco [Orbiit](#) closed a pilot with Microsoft
- Forum portco [Ascent](#) landed their first design partner MSFU Credit Union
- Introduced portco [Offsite](#) to some of their first startup and VC clients

# Founder Feed

When you are onboarded to our program, you will get access to a centralized hub for our founders that includes:

- Directories for customers, portfolio companies, & mentors
- Our portfolio asks form where we can address your needs
- Corporate level perks
- Visibility into upcoming community events & workshops
- Templates, resources, and more!



## Forum Founder Resources

Everything you need on your B2B SaaS journey from zero to scale.



### Founder Directory

Get in touch with other Forum founders, explore their companies.



### Events

Check out all the events & programming available.



### Modules

Read through helpful advice for early stage B2B SaaS founders.



### Portfolio Companies

Share your company profile and explore the Forum portfolio



### Perks

Benefit from exclusive perks and deals.



### Customer Directory

Connect with enterprise innovation leaders



### Operator Network

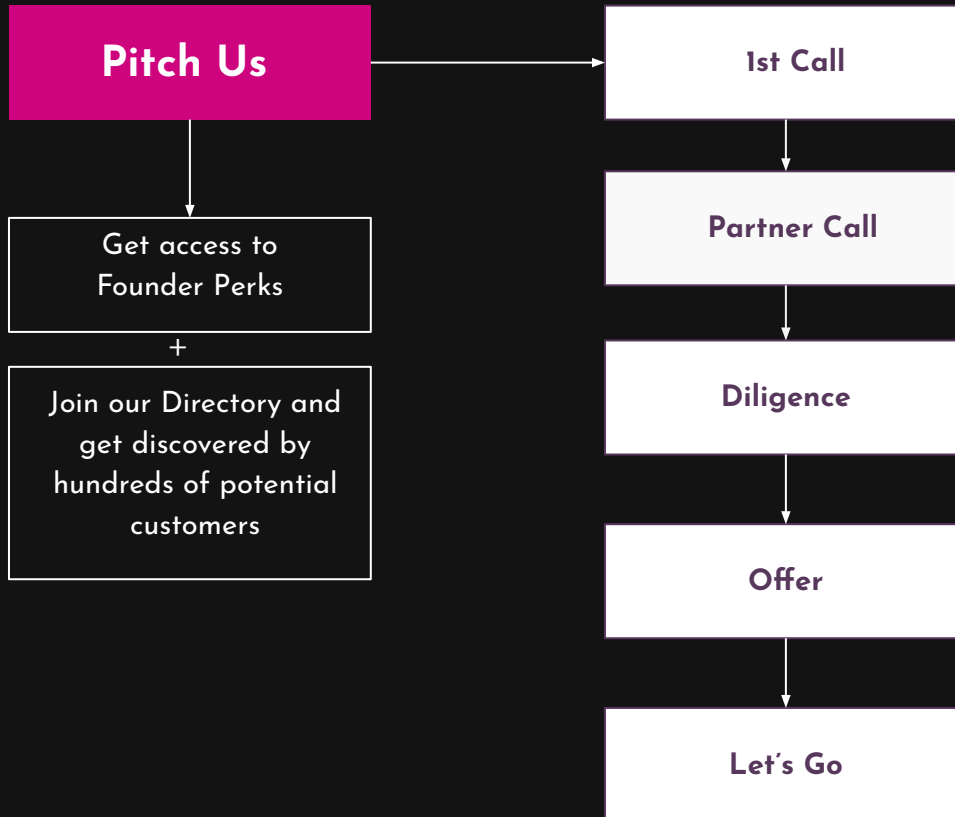
Connect with GTM, Sales, and Product mentors



### Resources

Download B2B SaaS templates and documents

# The Pitch Process





# The Pitch Process

Our pitch process is straightforward. We review all applications on a rolling basis and will take a few weeks to get back to you.

1. We ask you about 15 questions about your company, product, traction, problem, business model, cap table, and runway.
2. Once your pitch is submitted, we'll get back to you within two weeks on whether or not we'd like to proceed to a call with our investment team.
3. On that first call, we want to understand the fundamentals of your business. After that, if we think you could be a good fit, you'll meet with a Partner within the next few weeks. This conversation will be focused on the risks associated with your business and your plans to reduce or hedge those risks.
4. We'll also take time to answer your questions about our fund, process, support, expertise, value, community and more, to ensure we're a fit from both sides.
5. If there are no concerns from either side, we will begin the due diligence process, looking at things like incorporation documents, bank statements, cap table, product sandbox, weighted customer pipeline, and anything else the team feels is necessary.
6. Once the due diligence process is over successfully, we'll send you a formal acceptance into the program, along with onboarding materials!
7. The day the program begins, we cut you your check.

## Bonus for pitching!

Regardless of how far in the process you get, every founder that pitches Forum will get access to a set of awesome business perks from companies like Brex, HubSpot, Zendesk, Vouch, Vanta, AWS. You'll also automatically get listed on our B2B SaaS directory where you can be discovered by hundreds of potential customers looking for early-stage SaaS solutions, investments and POCs.





# Pitch FAQs

## **When will I hear back about my pitch?**

At Forum Ventures, we pride ourselves in respecting the time of founders. We do our absolute best to get back to you within two weeks of receiving your pitch. After your first call with an investment team member, you should receive an answer about next steps within another two weeks.

## **When is the pitch deadline?**

Our Program runs year round, and you can apply, join us and get onboarded at any time, therefore there is no deadline.

## **What type of company qualifies?**

Early stage B2B SaaS companies in any vertical that sell to SMBs, Mid-Market, or Enterprise businesses, with an MVP built out and a large market. We will also consider companies that have both a B2C & B2B aspect, with at least 60% of their business as B2B, or B2B2C companies if the end user is a consumer but selling / distribution strategy is through other businesses or channel partners.

## **How do you evaluate pitches?**

We love working with companies from the 0-1 stage and are often the first institutional check into a company, however, these aren't hard and fast rules as we love to meet companies regardless of stage. While each company is unique and evaluated on a case-by-case basis, some of the basic criteria we look for are teams that are full time, have founder-market fit, and the business's ability to potentially become venture scale one day. We will then look at the risks that come with the business in an effort to get comfortable with an investment decision.

## **How can I increase my chances of getting funded by Forum?**

We look for bold, audacious founders who are building in venture-scale markets with a large TAM and bottom's up revenue opportunity, showing customer validation and a willingness of those customers to pay.

## **What is your investment process and how long does it take?**

If you are accepted to the Forum Ventures accelerator, you will receive your investment within the first week of getting onboarded at the very latest.

## **How much do I have to be in the location?**

You don't have to be on location at all. We recruit founders across the U.S., Canada, and some overseas, and there is an option to attend our program remotely. Of course, whenever it's safe to be in person, we'd love to have you around as much as works for you – there is nothing better than working together face to face.

*If we haven't answered your question, please feel free to reach out directly to [Dani@forumvc.com](mailto:Dani@forumvc.com)*

Ready to Pitch Us?

[Get Started](#)

