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MATCHING INVESTORS WITH DIVERSE ENTREPRENEURS

HELP TO GROW. MANAGEMENT ALUMNI

DEBUNKING FUNDRAISING MYTHS

Tips for Diverse Entrepreneurs to Get Better Funding Faster

October 1st 2025. London

Delivered by:

SMALL BUSINESS CHARTER

Funded by:

HM Government

In collaboration with:

TODAY'S SPEAKER

Qodeo founded to solve problems encountered as a VC & entrepreneur

SIMON GLASS

- **CEO and Founder of Qodeo**
- **Venture capital** & finance background (Amadeus, EY)
- **Entrepreneurship lectures** – INSEAD, UCLA, LBS, Cambridge University
- **Financial Times** writer
- **Cambridge University & London Business School alum**
- **Qodeo matches** entrepreneurs of all stages and sizes with investors that best-fit your company's profile, from 7,300+ VC & PE firms globally. Founded to solve problems with data, and create solutions experienced

FUNDING OPTIONS

DEBT	Vs	EQUITY	Vs	GRANTS
Borrowing		Giving away a share of your business		Non dilutive

DEBT	EQUITY	GRANTS
Loans	Angels – Friends and family	Government
Convertible Notes	Crowdfunding	
Overdrafts	Venture capital	
Venture Debt	Private equity	
Other financial instruments	Cede control, but seek 'smart money'	
Can be a burden, but less likely to cede control		

QODEO'S TOP 5/11 FUNDRAISING MYTHBUSTING TIPS

MYTH 1: VCs care more about the financials than any other criteria

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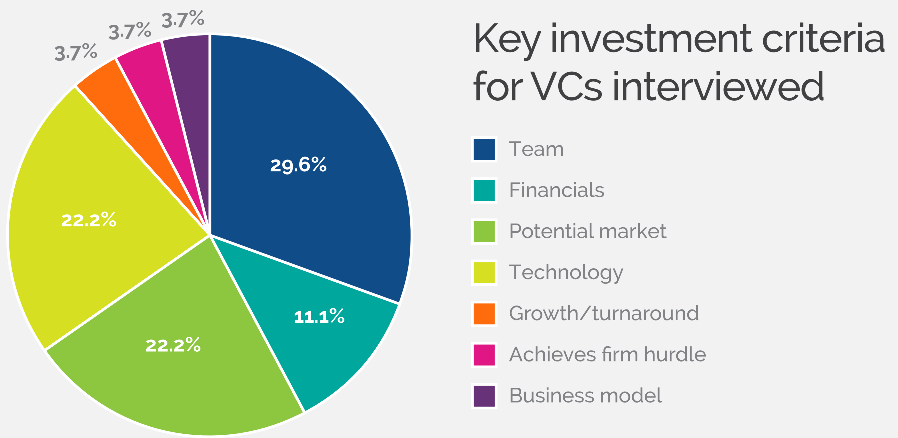
QODEOVIEW GREATER BOSTON MARKET REPORT



- **Team** is the #1 criterion - demonstrating flexibility and credibility as the average entrepreneur/VC relationship is longer than the average marriage
- **Technology** comes a close 2nd as it typically shows potential scalability or an edge over competitors
- **VCs invest in ideas** is another common myth to be wary of

MYTH 2: VCs are only interested in investing in unicorns

- **Horses not unicorn** investments are far more common giving investors returns in the tens or hundreds without being unicorns
- **Later stage** businesses can't be unicorns yet are very attractive to many investors
- **Realistically good returns** are of most interest to investors regardless of whether you're a unicorn or not, so don't claim to be unless you are – it'll reduce your credibility

MYTH 3:

Investors turning you down means there's something wrong with your business

- **99% of businesses aren't right for VCs** - you have to have aspiration and a large potential market
- **Timing is everything** – often entrepreneurs go to the 'right' VC at the wrong time – e.g. if a VC has deployed its capital, or is focusing on 'follow on' funding, or even focuses on Series B funding but you're only on Series A
- **Persistence is also key -** DoorDash was turned down at least 6 times by one Bay area investor who eventually backed them

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MYTH 4:

Pitching events are the best ways to get in front of VCs

- **Research the investors** attending an event. The likelihood of them being the right fit is small
- **Contact any that are a good fit** – don't wait to be one amongst the many pitching at an event. If any are a good fit, reach out to them in advance
- **Use events to collect ideas & feedback** – events can give you great feedback on your pitch and tricky questions you need to be ready to answer

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MYTH 5: The more investors we contact, the more likely we are to get funding

- **Don't neglect your business** – fundraising can be a huge detractor from running your business and if your numbers start to slip investors won't be impressed
- **Focus** on contacting those investors more likely to materialise into a deal to make the fundraising journey manageable
- **Be careful not to alienate investors** - contacting the right investors at the wrong time can be detrimental to your long-term relationship. Be sure you fit their investment criteria before getting in touch

SAVE TIME AND MONEY KISSING FROGS

A FEW OTHER MYTHS:

MYTH 6

You should target the largest investors with a track record in your sector

MYTH 7

Raising a small round indicates success, and is more likely to close

MYTH 8

You need to show investors a realistic vision of your growth trajectory

MYTH 9

VCs only invest in people like themselves

MYTH 10

Investors are only interested in companies that are already profitable

MYTH 11

Investors are innovators who will give advice and mentoring

ATTEND A FULL WORKSHOP FOR MORE!

CONTACT & Q&A

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Coupon HELP at
http://www.qodeo.com

And, reach out, join our events:
team@qodeo.com

£4,856 BILLION
Funds Under Management with investors on our platform

19,580
Entrepreneurs from startups to mid-sized companies

7,310
VC and PE investors to match with across 18 countries

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