



## Week 7 – Raise Capital Without Burning Out

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### Why This Week Exists

Too many founders think “fundraising” means spamming every VC with a pitch deck. That’s not strategy, that’s desperation. Real fundraising is targeted, efficient, and built on momentum — you want to be the deal investors feel like they’re about to miss out on, not the one clogging their inbox.

### Your Mission

By the end of this week you’ll:

1. Know whether you actually need to raise right now (and how much).
2. Have a shortlist of aligned investors who back founders like you.
3. Be armed with first-contact scripts that open doors instead of slamming them shut.

### Step-by-Step

#### 1. Check If You Should Even Raise

AI Prompt:

“You are a fundraising strategist. Given my startup’s current traction, team, and product stage, assess if I should raise capital now or focus on sales first. If I should raise, suggest the ideal round size and investor type (angel, VC, family office).”

#### 2. Build Your Investor Shortlist

AI Prompt:

“You are an investor researcher. Based on my startup’s industry, geography, and stage, create a list of 20 investors who (a) back similar companies, (b) write cheques at my stage, and (c) have invested in under-represented founders. Provide name, firm, cheque size, and a relevant portfolio example.”

#### 3. Craft Your First Outreach

AI Prompt:

“You are a fundraising coach. Draft 5 cold outreach email templates to investors from my shortlist. Each should: (1) be under 120 words, (2) highlight traction or progress, (3) create



urgency, (4) request a short intro call.”

#### 4. Warm It Up

- Before sending, try to get a warm intro.
- Ask founders in your network who these investors already know.

### Pro Tips from the Trenches

- Don't ask for money. Ask for feedback. If they lean in, the money follows.
- Fundraising takes twice as long as you think. Start before you need it.
- Rejection is intel, not failure — log the reasons, adjust, move on.

### Your Deliverables This Week

- Decision doc: Raise now vs. later, with target round size.
- Investor shortlist: 20 names with relevant portfolio examples.
- 5 cold outreach drafts ready to test.

### Why This Matters

The wrong raise at the wrong time can kill your startup faster than no raise at all. Targeted fundraising keeps you sane, saves time, and makes you look like the founder who knows what the hell they're doing.