

**DU, WIR  
& UNSER  
NETZWERK  
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GRÜNDEN!**

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**BPW  
2025**

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# BPW 2025

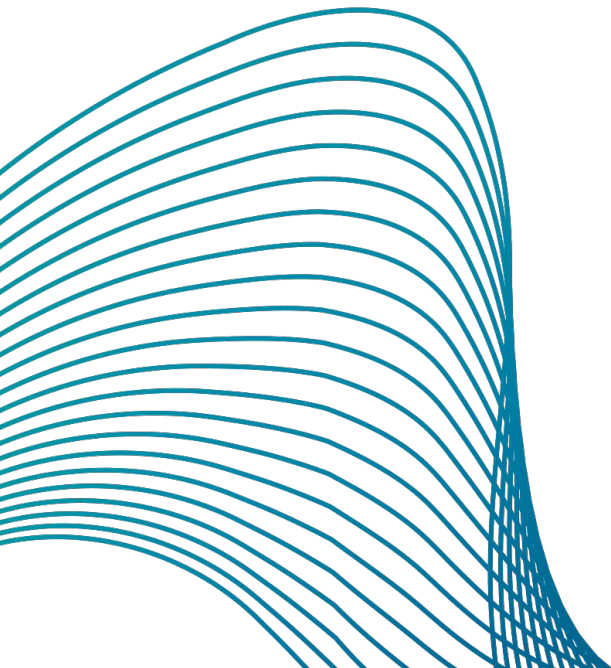
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## Seminarprogramm Brandenburg



Investitionsbank  
des Landes  
Brandenburg

**ILB**



# Mastering Venture Capital Fundraising For First-Time Founders

**Playbook & Insights** To Raise Angel, Pre-Seed, Or Seed Funding.

**Put In The Work.** 90% Of Other Founders Don't. You'll Stand Out!!!

# Intro

# Fundraising Expertise & Track Record Of Erdinç Koç



- Head of the **MediaTech Hub Accelerator** - investment readiness program
- **Venture Partner** at Heartfelt Capital
- **Venture Scout** for multiple investors
- **Worked at Hasso-Plattner-Institute, APX - Axel Springer & Porsche and Rocket Internet**
- **Since 2015** in the **startup** and **venture capital** industry
- **Reviewed over 27k pitch decks**
- **Interviewed over 4k founders**
- **Invested** in over **100 startups**
- **Mentored over 90 startups programs**
- **Conducted over 600 workshops**
- **Advised countless startups on fundraising**
- **Connected to over 50 investors in Europe**

# What You Will Achieve & Rules

## 1. Understand Fundraising Dynamics:

- Learn how venture capital works—from incentives and fund structures to investor psychology and decision-making.

## 2. Build Your Fundraising Strategy:

- Craft a realistic strategy tailored to your stage, business model, industry, and target investors — including a clear fundraising process and timeline to stay focused and in control.

## 3. Get Investor Ready:

- Define your narrative, sharpen your pitch, and organize materials that resonate with investors.

## 4. Raise Capital:

- Navigate investor cold outreach, intros, meetings, negotiations, and closing with clarity and structure.

## Rules:

1. I don't know everything, but I'm learning more each day.
2. I'll share insights from 10 years of hands-on experience and not random advice.
3. Share your insights. Everyone contributes. No consumers.
4. Connect & support each other.
5. The better your questions, The better the session.
6. Let's challenge each other to become better.
7. I appreciate your feedback.
8. Own your fundraising. You are responsible, and no one else.
9. Your race, your pace.
10. Don't follow any advice blindly.
11. Break all the fundraising rules if it makes sense for your startup.

# 1. Preparation Topics

Main Goal	Fundraising Journey	Key Questions Before Fundraising	Understand How VCs Work
Remember Founder's Main Goal	The 4 Models Of Equity Journey	<b>Bootstrapping vs Seedstrapping vs VC</b>	VC-Backable? Outlier? Fund Returner?
<b>Fundraising Challenges</b>	Typical Path To VC Funding	Bootstrapped vs VC-Backed Startups	Pitch Your Billion-Dollar Company Story To VCs
First-Time Founders Lack of 3 Things	Fundraising Roller Coaster Journey	Bootstrapped Solo Founder Era Is Now	VCs Hierarchy: Job Titles & Roles
<b>Fundraising Mistakes</b>	Anatomy Of Freshpaint Seed Round	There's a Third Way! Seedstrapping	VC Fund Profiles
Top Fundraising Mistakes	Y Combinator Startup Fundraising	Startup Funding Models - Key Comparison	Why Do VCs Care About Ownership?
<b>Fundraising Process</b>	Pre-Seed & Seed Szenario	<b>Public Funding &amp; Advisors</b>	VC Fund Lifecycle
How To Raise Funds	Bootstrapping Path To Revenue	Public Funding & Fundraising Advisors	Math Of a 100 Mio VC Fund
Develop a Fundraising Process	<b>Important Questions</b>	<b>VC Funds</b>	Math Of VC Funds

# 1. Preparation Topics

All VCs Want This!	Is Fundraising Easy? No, It's Bruta!	Define Your Funding Round Parameters	How Much Money To Raise (Allocation)
VCs Return Expectations By Stage: 100X?	Stay Resilient & Be Persistent	Get a VC Lawyer & Save Your Company	Build The Right Ask Slide
3X Fund Return - Is It That Hard?	EQ Traits Of Top Fundraising Founders	Polish Your Online Presence	<b>Investor Research</b>
<b>General Advice</b>	Own Fundraising & Filter Feedback	Team Size During Fundraising	Success Key: Targeting Right Investors
CEO Is The Chief Fundraising Officer	Know What You're Likely To Get Wrong	Is Fundraising Going Well?	Every VC Thesis Explained
Prepare Like an Athlete	Focus To Learn Fast, Not Just Money	<b>Funding Need</b>	Investors Follow an Investment Thesis
Be In Fundraising Mode Or Not	Fundraising Is Sales. Move Fast	How Much Money To Raise	Define Your Ideal Investor Profile
Confidence Attracts Capital	Build a Fundraising Support System	How Much Money To Raise (VC Path)	Build An Investor Pipeline
Fundraising Sucks. Get Over It	Speak The VC Language. Talk The Talk	How Much Money To Raise (Milestones)	Prioritize & Rank Target Investors



# 1. Preparation Topics

Track Funding Rounds In Your Industry	Business Angels Benchmarks Germany	<b>Fundraising Timing</b>	Time Frame For Each Funding Stage
Don't Trust Funding Announcement	Understand Business Angels Motivation	In Fundraising, Timing Is Crucial	<b>Fundraising Stages</b>
Follow Investors LinkedIn For Insights	Raise Angel Round via Convertible Note	Pro Founders Raise When They Are Fundable	Fundraising Stages Explained
<b>Business Angels</b>	Pool Your Smaller Business Angels	When To Raise Funding (99% Startups)	<b>Fundraising Landscape</b>
Key Difference: Angels vs VCs	What To Look For In An Angel Investor	Best Time Is When You Don't Need Money	Less 1/100 Seed Startups Reaches Exit
Where To Find Business Angels	What To Avoid In An Angel Investor	Wait To Fundraise Until Confident Of Closing	German Fundraising Benchmarks
Top Angels: Successful Founders & Startup Operators	<b>Investor Value</b>	Best Time To Approach Investors?	Swiss Fundraising Benchmarks
Approach Business Angels Like These	Expect More Than Capital	VC Fund Lifecycle Matters	Comparison Switzerland, Germany, Austria
Don't Only Look For Famous Angel Investors	What Founders Really Want From VCs	Be Aware Of Fundraising Seasonality	US Fundraising Benchmarks

# 1. Preparation Topics

<b>Traction &amp; Validation</b>	<b>General Traction Benchmarks</b>	<b>Key Metrics For Early SaaS Founders</b>	<b>Pitch &amp; Pitch Deck</b>
What VCs Look For When You Don't Have Traction Yet	SaaS Traction Benchmarks	Key Metrics For Early Consumer Founders	Sell Yourself. Not Just Your Company
What You Must Prove To Raise Funds?	DeepTech Traction Benchmarks	Key Metrics For Early Marketplace Founders	Tailor Pitches & Decks
Homework Before Fundraising	Pre-Revenue Traction Metrics	Choosing Your North Star Metric	Investor Communication Statistics
Homework For Each Funding Stage	Post-Revenue Traction Metrics	What KPIs Are Investors Looking At?	What Investors See vs What Matters
Homework At Pre- & Seed Stage	<b>Business Models &amp; KPIs</b>	Be Honest With Your KPIs	10 Essential Startup Storytelling Truths
Key Milestones At Pre- & Seed Stage	Track Your KPIs	What Is Good Monthly Churn?	Common Phrase vs Storytelling Version
Reality Of DeepTech Funding Round	Universal Core Startup Metrics	What Is Good Retention?	Pitch Narrative Template
What Are The Startup Risk Layers?	Business Models & Relevant KPIs	What Is a Good Payback Period?	Narratives For Your Storytelling

# 1. Preparation Topics

Narratives On Why You Will Succeed	Build a Short Pitch Deck	Cold Emails Examples	<b>Data Room</b>
Master Your One Sentence Pitch	48 Tips for Your Pitch & Deck	<b>Financial Model</b>	Data Room At Stages 1 & 2
Master Your Elevator Pitch	Pitch Deck Design Importance	Build a Pre-Seed Financial Model	<b>NDA</b>
Differentiate Sales & Investor Pitch	Elevate Your Pitch With Videos	<b>Investor Newsletter</b>	Why Investors Won't Sign Your NDA
Pitch Deck Slides	Pitch Deck Tools, Guides & Examples	Update Investors With a Newsletter	<b>Resources</b>
Pitch Deck Slides Intended Reaction	<b>Cold Email</b>	Request The Investors Permission	Investor Matchmaking
Complexity Kills Conviction	Cold Pitch Emails Work When Mastered	<b>Investor FAQ</b>	Podcasts & Books & Courses & ChatGPTs
Craft Powerful Headlines On Each Slide	Cold Outreach Playbook	Build An Investor FAQ	Tools
Make Your Appendix An Asset	Craft a Subject Line With a Strong Hook	Investor FAQ Questions	

## 2. Execution Topics

<b>Investor Outreach Test</b>	<b>Investor Relationship</b>	Tech Event Networking Opportunities	Hot Intros Are Better Than Warm Intros
Test The Waters Before Fundraising	Your Network Is Your Net Worth	<b>Investor Intros</b>	<b>Investor FOMO</b>
<b>Investor Outreach</b>	First 4 Networking Principles	Cultivate Your Track Record & Connections	FOMO & FOLS Is Real
4 Ways To Access Investors	Build An Investor Network From Day 1	Make Right Ask To Get An Investor Intro	Founder Mistakes With Fake FOMO
12 Tips Achieving Startup-Investor Fit	Build Early Investor Relationships	Do Not: Can you make investors intros?	<b>Investment Process</b>
Prioritize Your Investor Outreach	How To Build Trust & Relationships	Asking For Intros In The Right Way	Practices Of 885 European Investors
Use different Caps To Get Momentum	23 Ways To Build Trust & Relationships	Sources For Investor Intros	VCs Receive 851 Pitch Decks Annually
5 Tips To Manage Fundraising Timeline	Build Pipeline Of "Good News"	Write An Email To Get An Investor Intro	Investors Have High Standards
How to Tell If Your Fundraise Is Working	Investor Update Meetings	Forwardable Email To Get Investor Intro	VC Early-Stage Investment Process

## 2. Execution Topics

21 Cognitive Biases Of VCs	What VCs Look For: 5 Must-Haves	First Momentum (DeepTech Hardware)	<b>Founder-Market Fit</b>
<b>Investment Selection</b>	VCs Deep Dive Startup Evaluation	Capnamic (Early-Stage)	"VCs don't invest in teams at all, they all want to see traction."
Fundraising: Easy For Some, Hard For Others	May Ventures (Artificial Intelligence)	Venture Stars (Early-Stage)	Best Investors Focus On Founders
What Matters To VCs	High-Tech Gründerfonds (SaaS)	Rampersand (Early-Stage)	Founder Fundability
You Aren't VC-Fundable If	Project A Ventures (SaaS)	NextView Ventures (Early-Stage)	Origins Of Unicorn Founders
Understanding VC Economics	Point Nine Capital Startup (SaaS)	Bloomhaus Ventures (Early-Stage)	Founder-Market Fit Importance
What VCs Want	Peak Capital (SaaS)	Prototype Capital (Early-Stage)	Founder-Market Fit Leverage
3 Things Investors Look For Initially	SaaStr Fund (SaaS)	Lenny Rachitsky (140+ Investments)	Founder-Market Fit Evaluation
VCs Initial Startup Evaluation	Techstars Berlin (Pre-Seed DeepTech)	Lenny Rachitsky (Marketplace)	What Sets Great Founders Apart? 8 Key Traits

## 2. Execution Topics

Industry Insights	Investors Look For Market Opportunity, Not Just Market Size	8 Ways To Build a 100M Business	GTM B2B Benchmarks
Unique Insights	Market Opportunity Potential	Four Key Fits To Reach 100M Revenue	B2B Sales Cycles Benchmarks
How To Convince VCs Your Team Rocks	Product Market Need Evaluation	Not a Venture Scale Market? No Problem!	Why Is It Hard To Replace Existing Software?
Proving Your Capabilities To Investors	Market "Why Now?"	<b>Go-To-Market</b>	<b>Growth</b>
Solo Founders	Must-Have Or Nice-to-Have Product?	Go-To-Market (GTM) Importance	Growth vs Profitability
5 Reasons Solo Founders Worry VCs	Why Do VCs Care About Market Size?	Go-To-Market (GTM) Evaluation	Racecar Growth Framework
<b>Vision</b>	How To Estimate Market Size?	GTM Communication Mistakes	What Is a Good Growth Rate?
Why Your Big Vision Might Be Turning Off Investors	What Really Matters: Market Size	GTM Communication	Y Combinator Growth Benchmarks
<b>Market Opportunity</b>	Market TAM / SAM / SOM	GTM Consumer Benchmarks	T2D3 Revenue Growth Framework

## 2. Execution Topics

All Benchmarks Are Just Rules Of Thumb	Get Your Competition Slide Right	Founder Hierarchy In Investor Meetings	<b>Investor Reference</b>
<b>Product-Market Fit</b>	Differentiation	Preparing For First Investor Meeting	Do Due Diligence On Investors
PMF Definition By VCs	Adding Defensibility Over Time	How To Run The First Investor Meeting	Questions For Investors Portfolio Startups
PMF Investors Perspective	<b>Investor Questions</b>	Script For First Investor Meeting	<b>Investor Rejections</b>
Arc Product-Market Fit Framework	Investor Questions Dynamics	Investor Meeting Questions	No's Are Normal. Don't Give Up!
How long It Took From Idea To PMF	Common Investor Questions	Ending Investor Meetings	All Startups Get Rejections.Keep Going!
PMF Metrics	<b>Investor Meeting</b>	Follow Up Investor Meetings	Rejection Is Fuel For Progress
<b>Competition &amp; Defensibility</b>	Meeting Investors	Follow Up With Unresponsive Investors	Investor Rejection Reasons
Why Investors Hate Crowded Markets	Investors Level Of Interest In You	After The Meeting - Investor Due Diligence	Handling Investor Rejections

## 2. Execution Topics

Managing Indecisive & Slow Investors			
<b>Investor Feedback</b>			
How To Get Better Investor Feedback			
Why Investors Avoid Honest Feedback			



### 3. Deal Closing Topics

<b>Valuation</b>	US Valuation Benchmarks	Keep a Clean Cap Table	Startup M&A
Stage-Based Valuation	SaaS Valuation Benchmarks	Startup Ownership By Stage	<b>Strategic Investors</b>
Practices Of 885 European VCs	DeepTech Valuation Benchmarks	Startup Fundraising Journey From Pre-Seed To Exit	Adding Strategic Investors Cheat Sheet
Factors Influencing Valuation	Valuation Multiples At Seed & Series A	Cofounder Equity Splits Benchmarks	<b>Lead Investor</b>
Valuation FAQ	Peer Group Valuation Benchmarks	Cofounder Equity At IPO Benchmarks	Understand What a Lead Investor Is
High Valuations Aren't Always Good	Prioritize Your Internal Valuation First	Vesting Schedule Benchmarks	Why No Investors Wants To Lead
Set Your Valuation In 5 Steps	You Must Grow Into Your Valuation	Startup Option Pool Benchmarks	How To Secure a Lead Investor
European Valuation Benchmarks	Final Advice On Valuation	Employee Equity Benchmarks	10 Criteria To Pick Your Lead VC
German Valuation Benchmarks	<b>Cap Table</b>	Advisors Startups Equity Benchmarks	Lead Investors vs Non-Lead

### 3. Deal Closing Topics

Don't Build Syndicates (Yet)	Press Announcement?	<b>Inspiration</b>	
<b>Term Sheet</b>	<b>Post Funding</b>	Inspiration By Investors	
Term Sheet: What You Need To Know	Shareholders Relationship	<b>Final Advice</b>	
Term Sheet Glossary	Management Mistakes Post-Funding	My Final Advice On Fundraising	
From Term Sheet To Closing	Just Closed? Prepare For Next Round	<b>Contact</b>	
14 Tips For Negotiating Term Sheets	Refine Your Plan for Next Fundraising	Contact Erdinç Koç	
Avoid Mistakes & Minimize Costs	Build a Network With Future Investors		
Get the Funds & Celebrate	Consider Raising Earlier Than Needed		
<b>Press</b>	Kick-Off Your Next Financing Round		

# Contact Erdiñç Koç



**Head of the MediaTech Hub Accelerator - investment readiness program**

**Venture Partner at Heartfelt Capital**

**Venture Scout for multiple investors**

**Meeting:** <https://calendly.com/erdinckoc/30min>

**E-Mail:** [koc@mth-accelerator.de](mailto:koc@mth-accelerator.de)

**Phone:** [+4915735723666](tel:+4915735723666)

**Website:** [Link](#)

# BPW 2025

Deine Idee | Dein Konzept | Dein Unternehmen

## Noch Fragen?

Hotline: 030 / 21 25 - 21 21

E-Mail: [info@bpw@ibb.business-team.de](mailto:info@bpw@ibb.business-team.de)

Internet: [www.b-p-w.de](http://www.b-p-w.de)

## Förderer



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