



# Raising Money from a CEO Perspective

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## Key things to focus upon. . .

- Understand the investment climate
- Work the network
- Know the investor
- Articulate what you do
- Your investor is your friend

# Understand the Investment Climate



- In 1998, during the “go-go” Internet years, investors were throwing money at anything that looked, smelled or walked like an online opportunity
- In 2001, after the Internet “bubble” burst, you couldn’t get anyone’s attention for anything Internet related
- After 9/11, money dried up altogether for about 24 months. Virtually nothing got funded.
- How will the mortgage market collapse affect investors?

# Work the network

- You need to get a “feel” for who is doing deals
- Investor conferences are a way to get plugged in
- Call others who have raised money & get their advice
- Be like a good insurance salesman & ask for 3 leads from everyone you speak with; then call them!
- A connected CFO is worth his/her weight in gold; if you don't have one, talk to one who is connected.
- Introductions are key so. . .network, network, network!

# Know the Investor

- Do they invest in your “space”?
- How serious are they?  
A lot will waste your time “fishing”.  
What is their investment appetite “now”?
- Understand their internal process.  
How does the decision to invest unfold?  
Who are the players?  
How often do they meet?
- Is it really a good “fit”?  
You need money but can you live with them?

# Articulate what you do

- Get the essence of the problem your product or service solves
- PowerPoint “pitch” should grab them & have them want for more
- The business plan should answer all their questions
  - In about 6 – 10 concise pages
  - Separate P&L worksheet
  - Ask to see a business plan they liked!
- Listen & answer their questions
- No questions, no progress!

# Your Investor is your friend

- They want you to succeed
- They have seen it all & have tons of good experience
- They have deep contacts & resources
- Be open, honest and forthright; don't hide anything as they will eventually find out
- They don't know your company like you do.
- They invested in you, not just your product. Understand & respect that dynamic.