

CAPITAL RAISING  
WORKSHOP -  
WITH STEVE TORSO



WHOLESALE  
INVESTOR

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INVESTOR

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# Capital Raising

## Topics for the session

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1. REALITY
2. CORE PRINCIPLES
3. ATTITUDE
4. 7 STEPS PROCESS
5. COMMON MISTAKES

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# REALITY

## WHAT YOU ARE ABOUT TO FEEL AND EXPERIENCE

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1. OVERCONFIDENCE
2. REJECTION
3. A DIFFERENT PERSPECTIVE
4. DOUBT
5. FEAR
6. BULLETPROOF

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## REALITY

**YOU NEED TO HAVE 10  
TO 40 INVESTORS IN  
YOUR DEAL ROOM  
BEFORE YOU GET 1  
INVESTOR**

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# MY REJECTIONS

- YOUR VALUATION IS TOO HIGH
- DON'T REPLY TO ME
- I PREFER TO GO IN AT SERIES A OR EARLIER
- THAT TIME FRAME IS TOO SHORT FOR ME
- YOU ARE TOO MUCH LIKE EQUITY CROWDFUNDING
- I DECIDED TO INVEST IN ANOTHER COMPANY
- HERE IS THE BUSINESS I AM INVOLVED IN
- MY WIFE IS NOT KEEN ON THE INVESTMENT
- WHY WOULD I INVEST INTO YOU WHEN I CAN INVEST INTO COMPANIES AT A SEED LEVEL AND GET A FASTER UPLIFT
- WE CAN'T INVEST IN YOU AS WE ARE GOING THROUGH A CAPITAL RAISE OURSELVES
- AND....
- WE DON'T LIKE GINGERS (JUST JOKING)

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# CORE **PRINCIPLES**

- GET READY
- STAY READY
- ALWAYS BE RAISING
- GET TO A YES OR NO AS FAST AS POSSIBLE

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# ATTITUDE

## 12 ATTITUDE TIPS FOR RAISING CAPITAL AND WORKING WITH INVESTORS

- POWER OF ONE CONVERSATION
- NO TODAY, DOESN'T ALWAYS EQUAL NO FOR TOMORROW
- NETWORK EFFECT = YOUR GREATEST OPPORTUNITY
- \$100K INVESTMENT
- CONSISTENT COMMUNICATION
- OBSERVING FROM AFAR

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# ATTITUDE

- THE MORE VISIBLE YOU ARE, THE MORE OPPORTUNITIES CREATED
- MILESTONE TRIGGERS FOR INVESTMENT
- MEMORIES LIKE ELEPHANTS
- INVESTORS ARE PATIENT AND DILIGENT
- IT'S ALL YOUR FAULT
- DO YOUR BEST TO NOT BURN BRIDGES



## NOT INTERESTED OR **TYRE KICKER**?

- THEY EXIST
- ASK YOURSELF "IS IT LIKELY THAT THIS PERSON HAS SHAREHOLDINGS IN OTHER COMPANIES"
- IF YOU ANSWER "NO" THEY ARE LIKELY A TYRE KICKER
- IF YOU ANSWER "YES" THEY ARE SIMPLY NOT INTERESTED

# PROCESS – 7 Steps

1. **SETUP & FAQ** (DEALROOM: PITCHDECK - FINANCIALS - DUE DILIGENCE)
2. **INVITE INVESTORS** (BOARD, MANAGEMENT, EXISTING, PREVIOUS)
3. **DISCOVER/ATTRACT INVESTORS (Manufacturing Serendipity)** (VISIBLE, MEDIA, WI, INDUSTRY EVENTS)
4. **DISCUSSIONS/PRESENTATION** (EFFICIENT, BRIEF, KEY HIGHLIGHTS, SELL THE OPPORTUNITY)

# PROCESS

## 5. ACTIVITY TRACKING

## 6. MOMENTUM CREATION

(MANUFACTURE PRESSURE)

## 7. COMMUNICATIONS

(BEFORE, DURING AND AFTER THE RAISE)

**ROLLING CLOSE**

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# INVESTOR PSYCHOLOGICAL **PROCESS**

- LOSS AVERSION
- DON'T WANT TO BE THE FIRST IN, DON'T WANT TO MISS OUT
- BANDWAGON EFFECT
- FOMO
- 5X TO 10X
- IMPENDING UPLIFT OR EXIT

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# COMMON **MISTAKES**

- RELIANCE ON ONE EXISTING INVESTOR
- RELIANCE ON ONE POTENTIAL INVESTOR WITH NO TIME PRESSURE
- OVERCONFIDENCE & UNREALISTIC
- WAITING UNTIL THE RAISE IS LAUNCHED UNTIL YOU START RAISING
- TOO MUCH TRUST IN ADVISORS

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# FEEDBACK



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# USING CRIISP – YOUR CAPITAL RAISING SOLUTION

- ONE STOP SHOP FOR YOUR CAPITAL RAISING PROCESS
- VISIBILITY AND ACCESS IS CONTROLLED BY YOU
- INVESTOR MARKETPLACE LISTING (IF DESIRED)
- PITCH DECK FOLDER – YOUR STARTING POINT
- READY TO GO – SIMPLIFIED STRUCTURED DEAL ROOMS

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# USING CRIISP – YOUR CAPITAL RAISING SOLUTION

- LEAD MANAGEMENT
- INVESTOR ANALYTICS AND ACTIVITY TRACKING
- INTUITIVE FAQ AND Q&A MANAGEMENT
- DIGITAL APPLICATION FORM MANAGEMENT
- TRANSACTION MANAGEMENT SOLUTION
- CRIISP MARKETPLACE



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# USING **CRISP**

- Register on [app.crisp.io](https://app.crisp.io)
- Add your pitch deck and summary to the platform
- Invite people to your room
- Schedule your promotion with the WI Team
- Be persistent and diligent in driving investors to your deal room

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# FEATURES **COMING**

- INVESTOR RELATIONS – **CENTRALISE AND TRACK INVESTOR COMMUNICATIONS – DISTRIBUTE ANNOUNCEMENTS**
- FAQ TRACKING – **KNOW THE MOST POPULAR QUESTIONS INVESTORS HAVE**
- INVESTOR HUB – **RELEVANT INVESTOR MATCHMAKING**

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CRIISP – [criisp.io](http://criisp.io)



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Q&A