

RAISING CAPITAL

STORIES FROM THE DD TRENCHES

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I evaluate about 80
deals a year ...

AND A LOT OF COMPANIES ARE INADEQUATELY
PREPARED FOR RAISING CAPITAL

Why is it?



WHAT'S MY STORY?



MONETIZATION

TRACTION WITH ENTERPRISE CUSTOMERS

Helping European Startups SUCCESSFULLY enter the US market

CREATING DD TEAMS TO ASSESS STARTUPS ABILITY TO RAISE FUNDS

FinTech AI Think Tank with Stanford's AI Lab



RAISING CAPITAL



WHAT'S IN A TYPICAL DD?

TYPICAL DD ELEMENTS

CORPORATE STUFF--ALL THE CONTRACTS


INTELLECTUAL PROPERTY

COMPETITION & MARKET

SALES & MARKETING

TECHNOLOGY INCLUDING OPERATIONS

FINANCIALS



WHAT AM I
REALLY
EVALUATING?



**THE
COMPANY'S
ABILITY TO
COMMUNICATE**

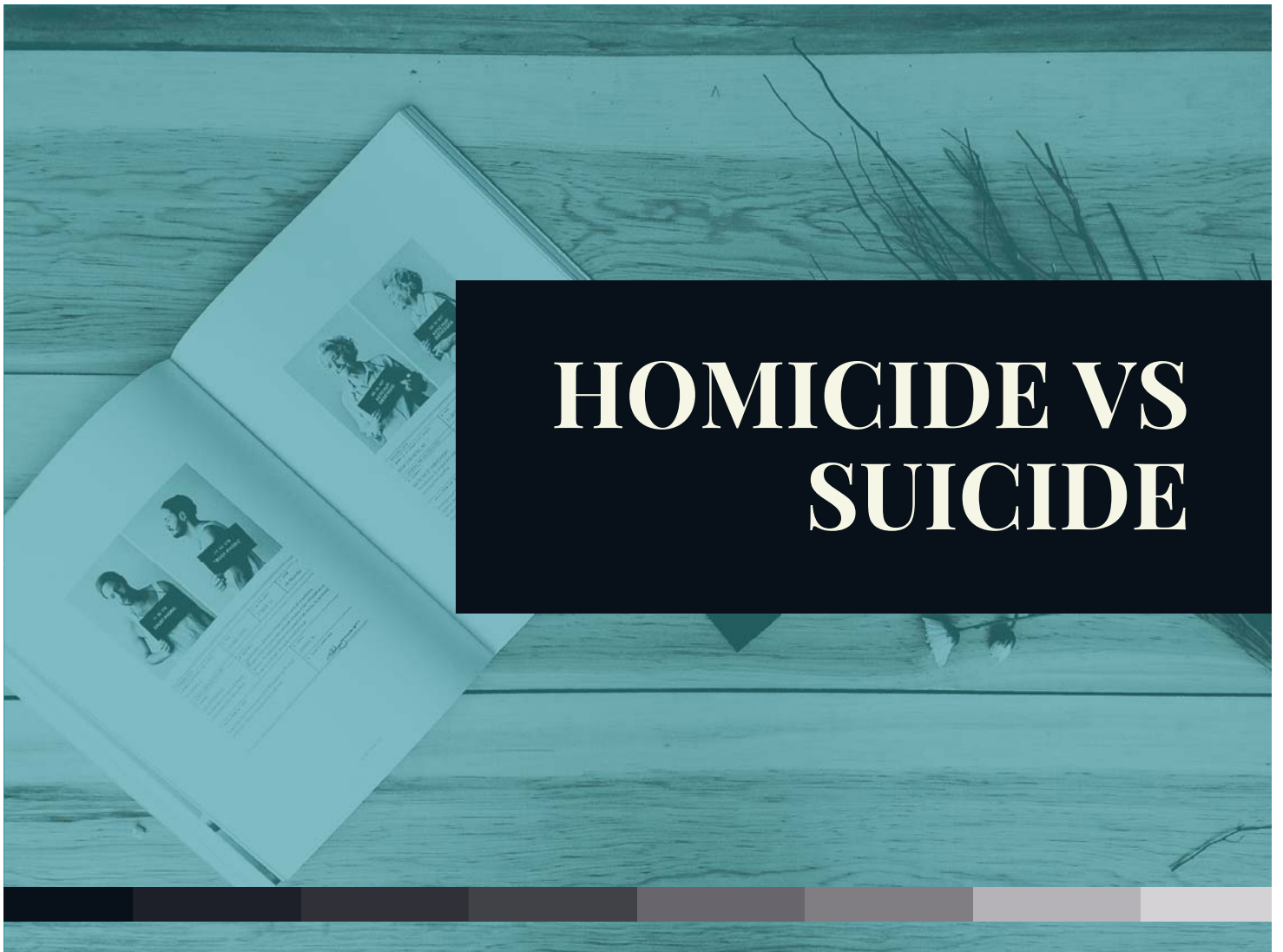
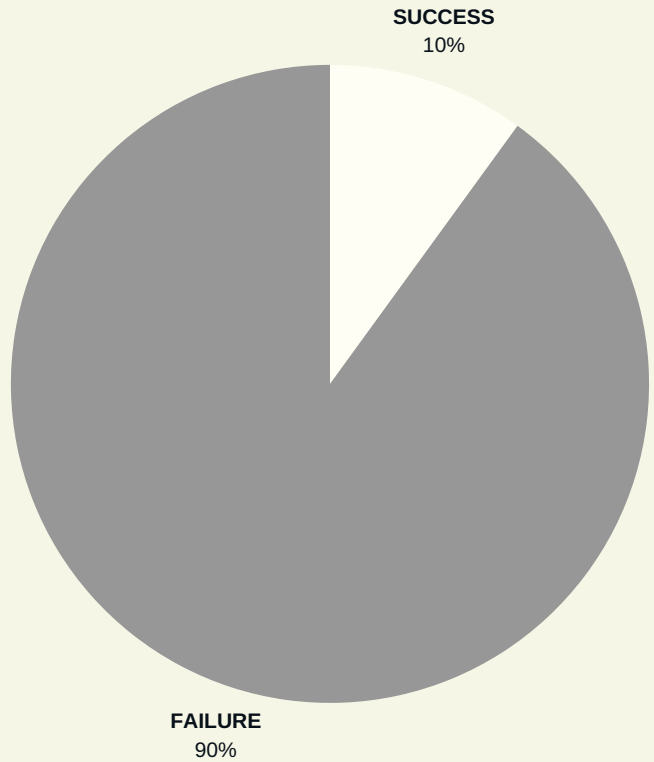


**AGAINST
ALL
ODDS ...**

Most Startups FAIL

FOUNDERS OF A PREVIOUSLY
SUCCESSFUL BUSINESS HAVE A 30%
CHANCE OF SUCCESS WITH THEIR
NEXT VENTURE

FOUNDERS WHO HAVE FAILED AT A
PREVIOUS BUSINESS HAVE A 20%
CHANCE OF SUCCESS



HOMICIDE VS SUICIDE



RECIPE FOR SUCCESS

WHAT WE LOOK FOR

MRR OR SALES

We look for revenue producing companies with attractive monthly recurring revenues or sales

TRACTION

Do you have enterprise sales and what are your customers saying about you?

IP PORTFOLIO

Do you have a moat around your business?
Have you trademarked your name?

A STRONG TEAM

Do you have a team that covers both business and technology?
Have you worked together before?
Do you have complimentary skills

SCALE & GROW BIG

OWN YOUR STORY.

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