

Seed fundraising

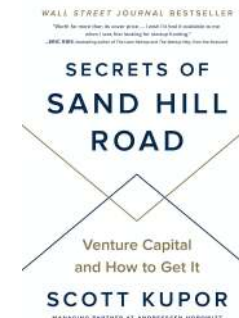
(€500k – €2m)



>2%

Preparation materials 🙌

- 📖 The Secrets of Sand Hill Road – Scott Kupor (a16z)
- 📖 Zero to One – Peter Thiel (Founders Fund)
- 📖 Assessing a new business opportunity - IESE
- 📖 YC Seed fundraising guide
- 📖 How to create a seed round pitch deck
- 📖 Seed Legals – 25 steps (legal, terms, negotiation)
- 📖 How to pitch (even over Zoom)
- 🎒 Venture Deals course (Techstars, Kauffman)
- 🎒 MemoHub course
- 🎧 Starting Greatness – Mike Mapples, Floodgate
- 🎧 20 Minutes VC – Harry Stebbing, Stride.VC
- 🎧 Dans la Tête d'un VC – JC Kurdali
- 🎧 Runway Series – Raph Grieco



👉 bit.ly/seedbrighteye

Brighteye mental model 🧠

 Team

 Product/Traction

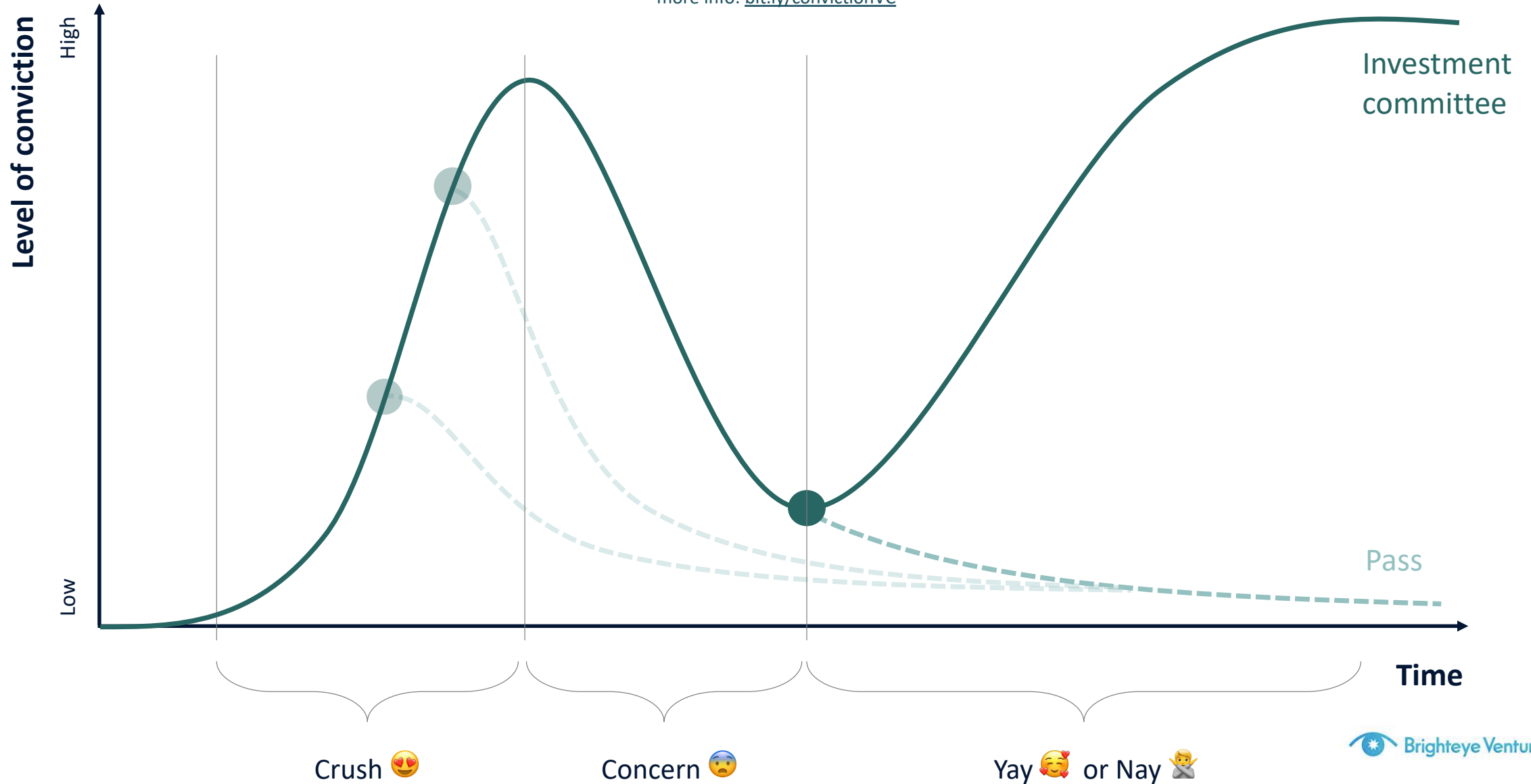
 Market

 Financials

Behind the scenes 🤫

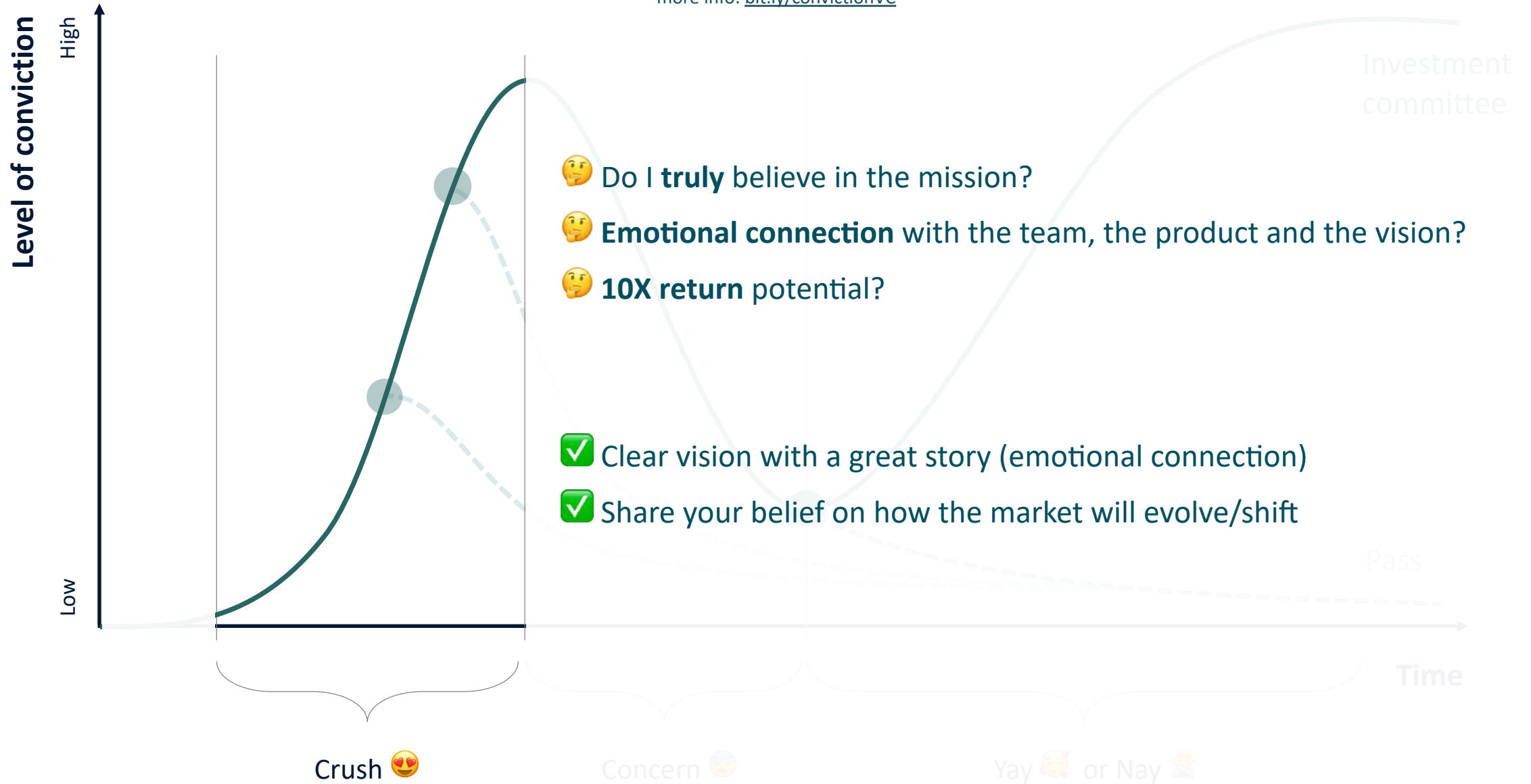
Conviction building process 💪

👉 more info: bit.ly/convictionVC



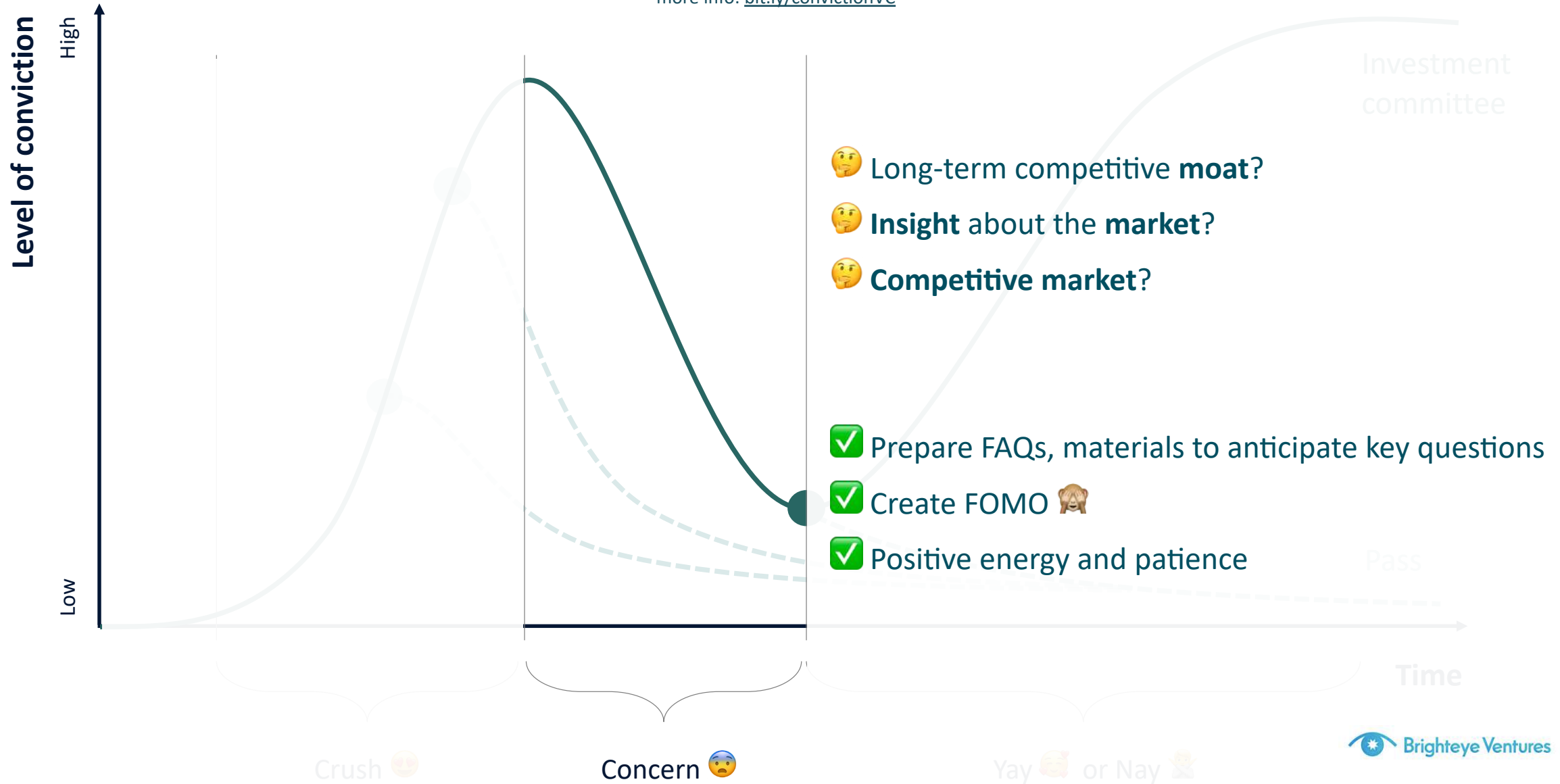
#1 Crush 🥰

👉 more info: bit.ly/convictionVC



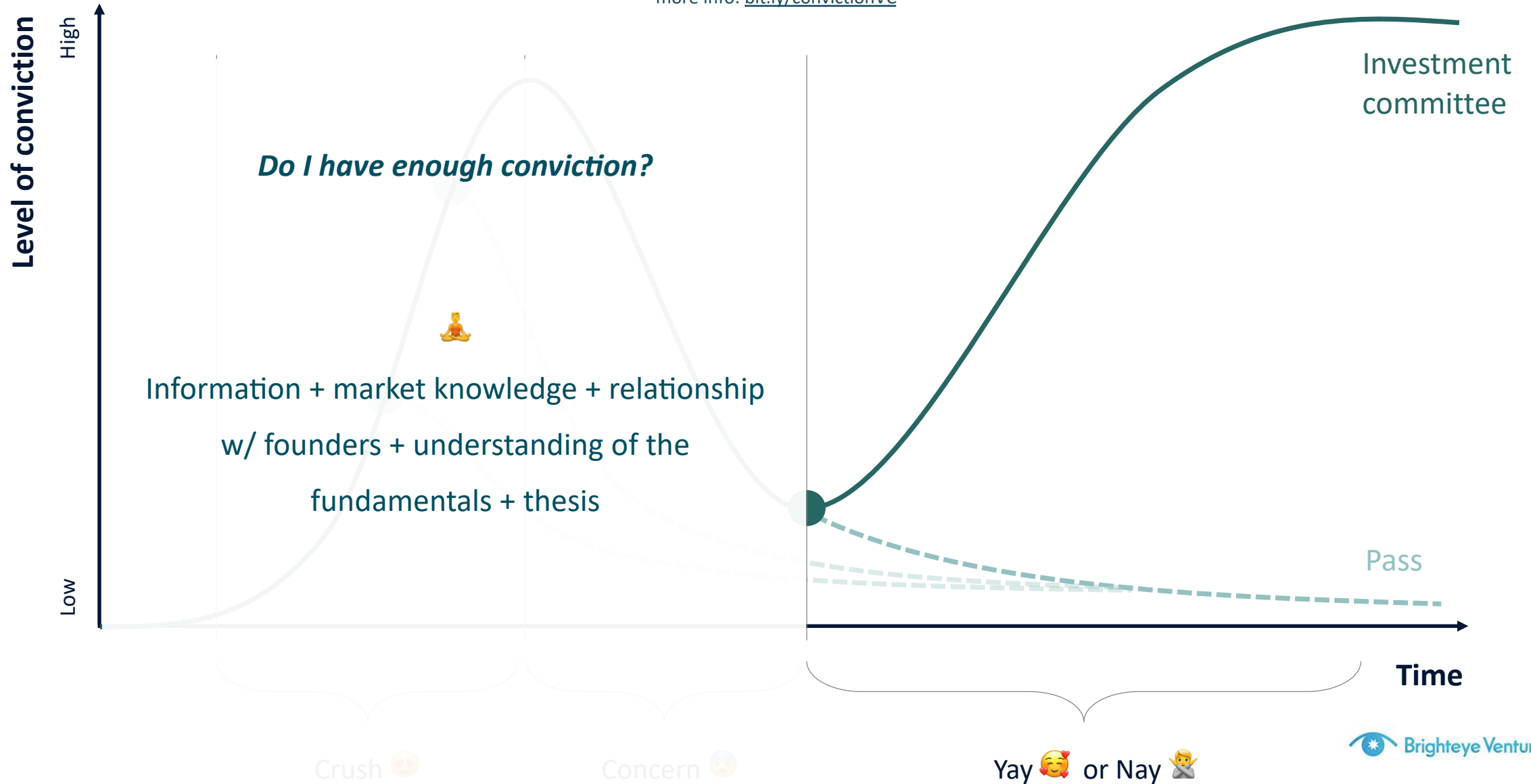
#2 Concern 🤔

👉 more info: bit.ly/convictionVC



#3 Yay 🥰 or Nay 🙄

👉 more info: bit.ly/convictionVC



Discussion



Seed fundraising



Supermood

Kevin Bourgeois

CEO & co-fondateur
(Paris 🇫🇷)



PLATYPUS

Nicolas Blier- Silvestri

CEO & co-fondateur
(Copenhague 🇩🇰)



 **Brighteye Ventures**

David Guérin

Principal
(Londres 🇬🇧 / Paris 🇫🇷)

Q&A 🙋