

9 IDEAS

TO START-UP OR SCALE-UP
YOUR FUNDING OPERATION

A FOR IMPACT TELESEMINAR

For**Impact**

THE SUDDER GROUP

THREE BIG INSIGHTS

(THE FOR IMPACT POINT-OF-VIEW)



INSIGHT NO. 1

BE FOR IMPACT



STOP defining yourself in the **NEGATIVE!**



INSIGHT NO. 2

IMPACT DRIVES INCOME

The size and scope of your **IMPACT**

determines

The size and scope of your **INCOME**



INSIGHT NO. 3

JUST ASK

JUST ASK! JUST ASK! JUST ASK!

1. Raison d'être



2. Think Much Bigger!

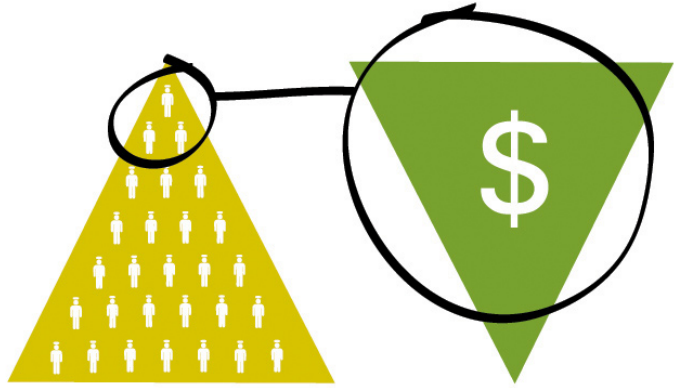
- The **ONLY** Way To Get A \$1M Gift
- The \$100 Billion Opportunity
- The \$100 Trillion Opportunity

3. Partnerships

- Part of your model (to deliver impact)
- Part of your start-up story
- An up-and-coming funding opportunity

4. Simplify (And Focus)

- 97/3
- Top 3
- Then Top 33



5. “On Board” vs. On The Board

- ‘On Board’ with your CAUSE
- Involvement begets investment
- How to engage:
 - 1.
 - 2.
 - 3.

6. You DO Have Prospects... here’s what to do:

1. Ideal profile
2. 2.6° (if you commit!)
3. Predisposition (to get in the door)

7. *“Engage... Then Plan!”*

—Andy Grove, Founder of Intel Corp.

8. Do The Math

1 @ \$200,000

2 @ \$100,000

4 @ \$50,000

8 @ \$25,000

10 @ \$10,000

9. **SHARE
THE
STORY**



**PRESENT
THE
OPPORTUNITY**