

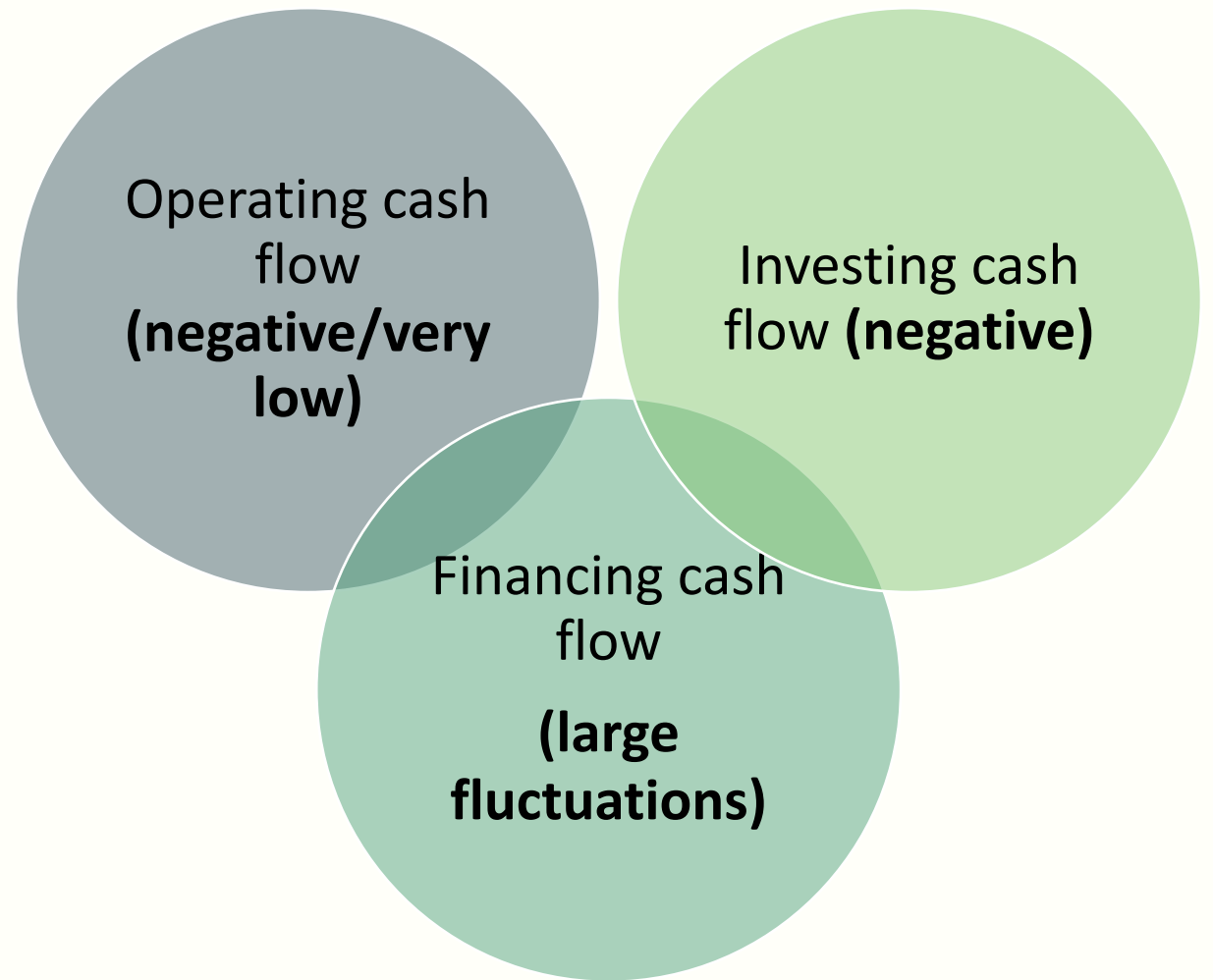


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FORUM 2021  
*where (action) meets (ambition)*

# I FOUNDED A STARTUP !

What founders should know about raising funds

# IS MY COMPANY A STARTUP ?





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# HOW SOON SHOULD A STARTUP LOOK FOR EXTERNAL FINANCING?

# SOURCES OF FUNDS

FOUNDERS' EQUITY

**Finding co-founders**  
+  
**Net income**  
+  
**Grants**

INVESTORS

**Equity dilution**

LOANS FROM BANKS

**Profitability**

# PREPARING FOR EXTERNAL FINANCING

## COMPANY DUE DILLIGENCE

- Certificate of incorporation/Articles of Association.
- Management team/board of directors (BoD).
- BoD monitored polices, e.g., Environment, social and governance; annual reports/operational results.

## • FINANCIAL

- Audited financial statements – balance sheet, income statement, cash flow
- Used in company valuation by investors, raising debt capital by financial institutions.

## • BUSINESS PLAN

- Sector you are active in, market share and your competitive edge.
- Business vision and financial projections (at least for 3 years)

## • FUNDING NEEDS

- Type of capital (debt, equity, quasi equity)
- Amount you are seeking and duration.
- Equity offered and valuation.
- Financial model/exit options.

# NEGOTIATING AS A FEMALE FOUNDER

- Women tend to negotiate less favourable terms for themselves compared to their male counterparts.
- Gender stereotypes play in this and are valid (fear of being perceived as aggressive).
- Women can improve their negotiation power by being aware and “playing to” these stereotypes.
- Increasing your position (or feeling) of power helps.

Source: Harvard Program on Negotiation: Negotiation Strategies for women.

# CONCLUSION



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