

# A Serial Entrepreneur's Top Tips for Raising Capital

GoSkills online course syllabus

<b>Skill level</b> Beginner	<b>Lessons</b> 9	<b>Pre-requisites</b> No prior experience needed
<b>Video duration</b> 27m	<b>Estimated study time</b> 27m 47s	<b>Instructor</b> Scott Fox

## Introduction

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- 1 Get ready to raise**  
Gaining insights into the investor's perspective and refining your communication skills are key aspects of raising capital.

## Raise the Right Capital

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- 2 Do your research**  
Securing financial support for your startup is more than just delivering a great pitch; it also requires a deep understanding of your potential investors.
- 3 Build relationships in advance**  
Being adept at networking is crucial in the complex process of fundraising.
- 4 Different kinds of pitches**  
Grasping the subtleties of pitching to investors is essential, covering everything from spontaneous short pitches to formal, detailed presentations.
- 5 What to expect when pitching**  
Pitching to investors is a detailed process filled with expectations and strategies that are critical to your fundraising success.
- 6 Determining your pitch length**  
Creating the perfect pitch requires a balance of clarity and conciseness while showcasing your business's potential to investors.
- 7 Know your ask**  
Knowing how to make a funding request is key for entrepreneurs looking to secure the right investment for their businesses.

8

## Using the funds

Proper use of investment funds is an essential part of successful entrepreneurship, often overlooked in the excitement of securing capital.

# Conclusion

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9

## Craft the perfect pitch

Thanks for watching this course!

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