

## How to fund your product/idea?

***Cognitive Convergence***, can help in better way...



**By:**

**Cognitive Convergence** is Subject Matter Expert in Office 365, Dynamics 365, SharePoint, Project Server, Power Platform: Power Apps-Power BI-Power Automate-Power Virtual Agents.

Cognitive Convergence offer customization, development and consulting services for Microsoft Cloud technologies. Their IT services are designed to support growing companies by offering Microsoft Enterprise consulting services; covering solution architecture refinement, customization, integration, transformation, visualization and analytics to uncover insights hidden within data and enhance data exploration.

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## How to fund your Product/App/solution/service Ideas?

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## 1. OBJECTIVE

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The objective of this document is to look for different ways by which any Tech Company can raise funds for their projects. We will be identifying some easy yet effective ways to fund your products/solutions/apps ideas. We will elaborate on each detail and that will be needed to understand the need for external as well as internal funding for a specific project in which a company is currently working to expand their business in the given industry. We will be explaining how to understand your growth strategy to choose the best financing method as per your product. Also, we will be explaining all the necessary skills and knowledge one should have to stabilize their business processes over time. We will explain the 2 campaigns that Cognitive Convergence does for their clients on LinkedIn and CrunchBase platform. We will explain our campaign strategy and all necessary information that you need to run a successful investment campaign for your business/product/



## 2. MOST DISCUSSED IDEAS WITH OUR CUSTOMERS

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Below mentioned is the list of ideas on trending SAAS solutions:

- ✓ Marketing automation: Streamlines marketing workflow and measures the results of promoting campaigns.
- ✓ Telehealthcare: Uses tools such as live as well as stored videoconferencing, remote patient monitoring, and mobile health
- ✓ E-invoicing: E-invoicing is supplied by accounts payable software to improve invoice management by accelerating invoice approval and reducing fraud.
- ✓ AI virtual assistant: A program that interprets and uses human language to engage customers.
- ✓ Team Communication, Training, and Mentoring: for active employee communications
- ✓ KPI Tracker: To impact the performance of an organization.

## 3. FOCUS ON GROWTH STRATEGY

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Once you are done deciding a type of funding that fits best with your business processes the next step is to know your growth strategy. It will help you align your company's overall vision statement with the strategies to make sure your products/projects thrive in the given industry. In the case of the tech industry, if your company is looking to work on a tech solution, there are high

chances that you may face intense dynamics, and speed when you will try to enter the market. To stay ahead of your competitors, creativity should be an integral part of all competitors' overall working strategies.

Make sure to do a deep research of SWOT and PESTEL analysis to know your competitors at both high and low levels to improve your product value in the meantime. Investors only want assuredly of their investments and once you can demonstrate your product's future, the investor's funding austerity will bring the best investor to you.

#### 4. FUNDING

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Having a great product idea is not enough to be successful in the tech industry. Trends are dynamically changing making the competition than it was before. If you want to stay ahead of your competitors, you need to demonstrate the unique qualities that your business has and others don't. We all have unique ideas to work on but the only thing that held us back is a shortage of assets or capital at our side. The only way to cure this issue is to look for ways by which you can raise funds for your product/project without affecting your business process.

However, for startups, it is never easy to surpass all business processes in their limited capital. Funding is one of the easiest and practical ways to support your business from money's trouble so you can make sure to stay in line with your competitors. Yet again funding is not an easy task that everyone can do.

Despite the ever-changing trends in the economic and entrepreneurial landscape, many successful entrepreneurs' advice on raising funding for your startup is to always stay consistent in your business. In more simple words, do not rush into things and avoid changes in the company's vision.

#### 5. IMPORTANT KNOWLEDGE AND SKILLS TO GROW YOUR BUSINESS AND MAKE IT STABLE

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To expand your business, smart money can be very important when you can raise funds from investors by demonstrating your ideas to them. In most cases, investors usually had a strong professional career before they began investing in projects and becoming successful in their fields. They may investigate a lot about the project before making any investment. To avoid any mishap

during your investment, you must have important knowledge and skills to convince them for investing.

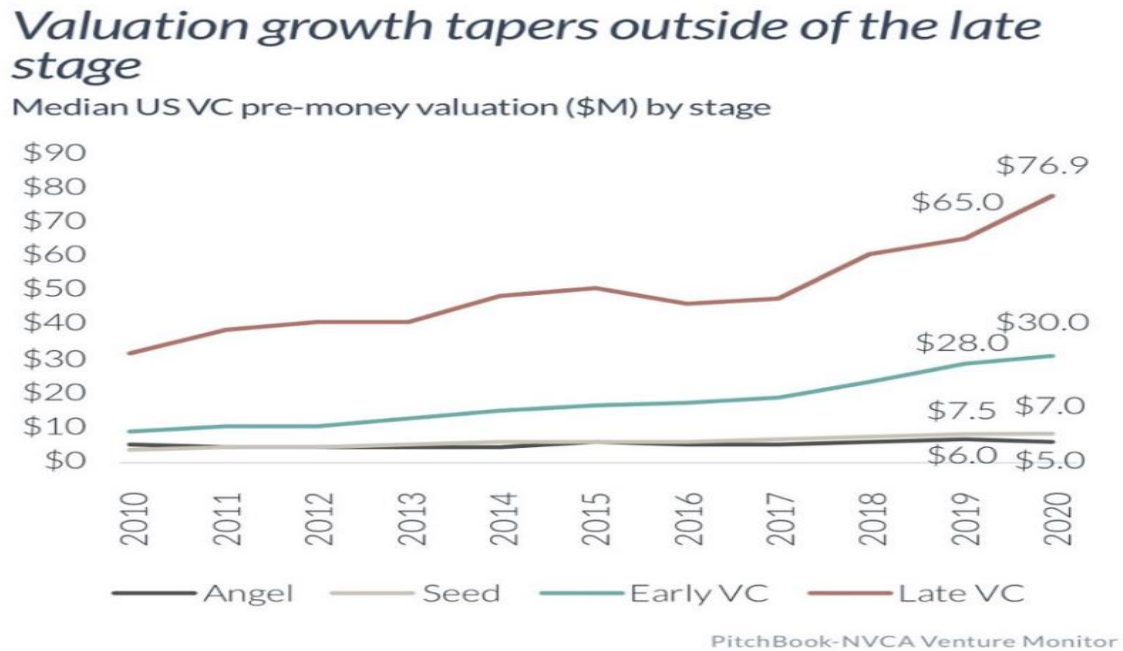
For your ease, consider the checklist below:

- ✓ Know your industry, not just your product.
- ✓ Researched well about the investor.
- ✓ Know your competitors, not their products.
- ✓ Highlights your product features instead of backlashing competitors' products.
- ✓ Reach to investors with similar backgrounds/industries.
- ✓ Listen closely to the experienced investors as they bring a lot of essential networking, product advice, and resources for you to improve your product.
- ✓ Understand all aspects of the product both business and technical.
- ✓ Be flexible in negotiation. Do not fix ROI while talking with the investors. Try to be flexible for you can build long-term relations with them.

## 6. TRENDS OF FUNDING

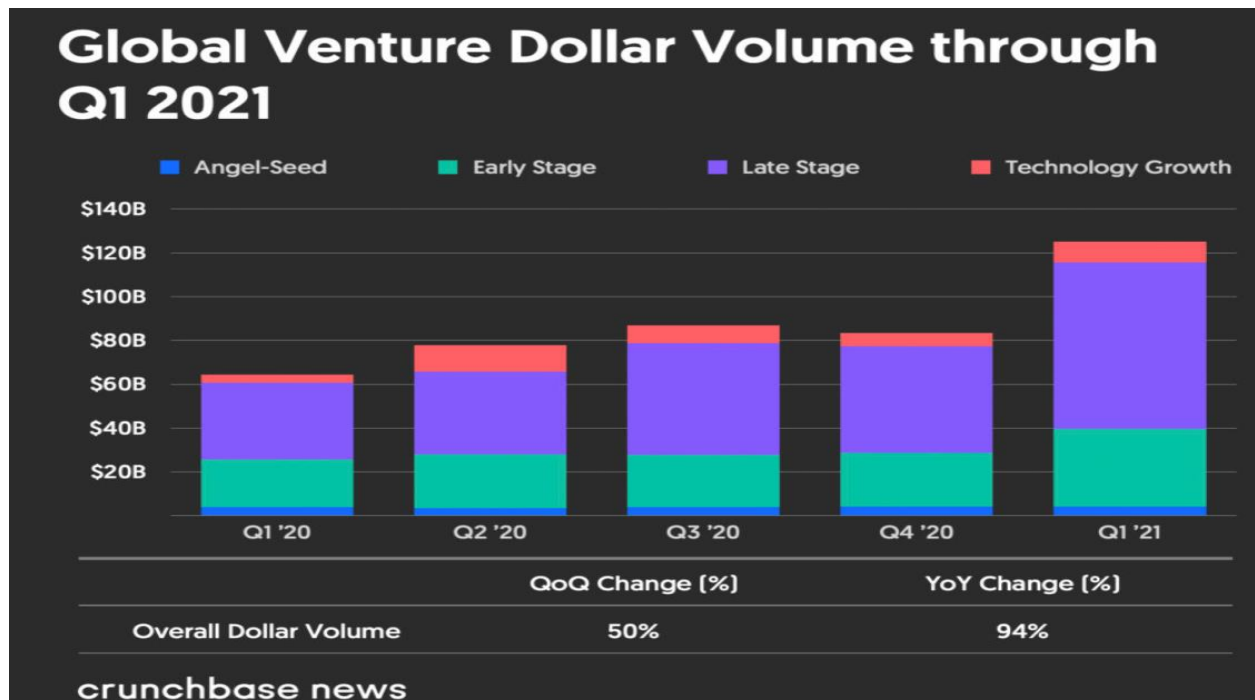
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For American entrepreneurship, venture capital increasingly becomes the lifeblood. Last year, the record \$161 billion in venture capital was invested in the U.S, and yet to this more than half of this recorded venture capital dollars invested was from California State alone.



**Source:** PitchBook-NVCA Venture Monitor

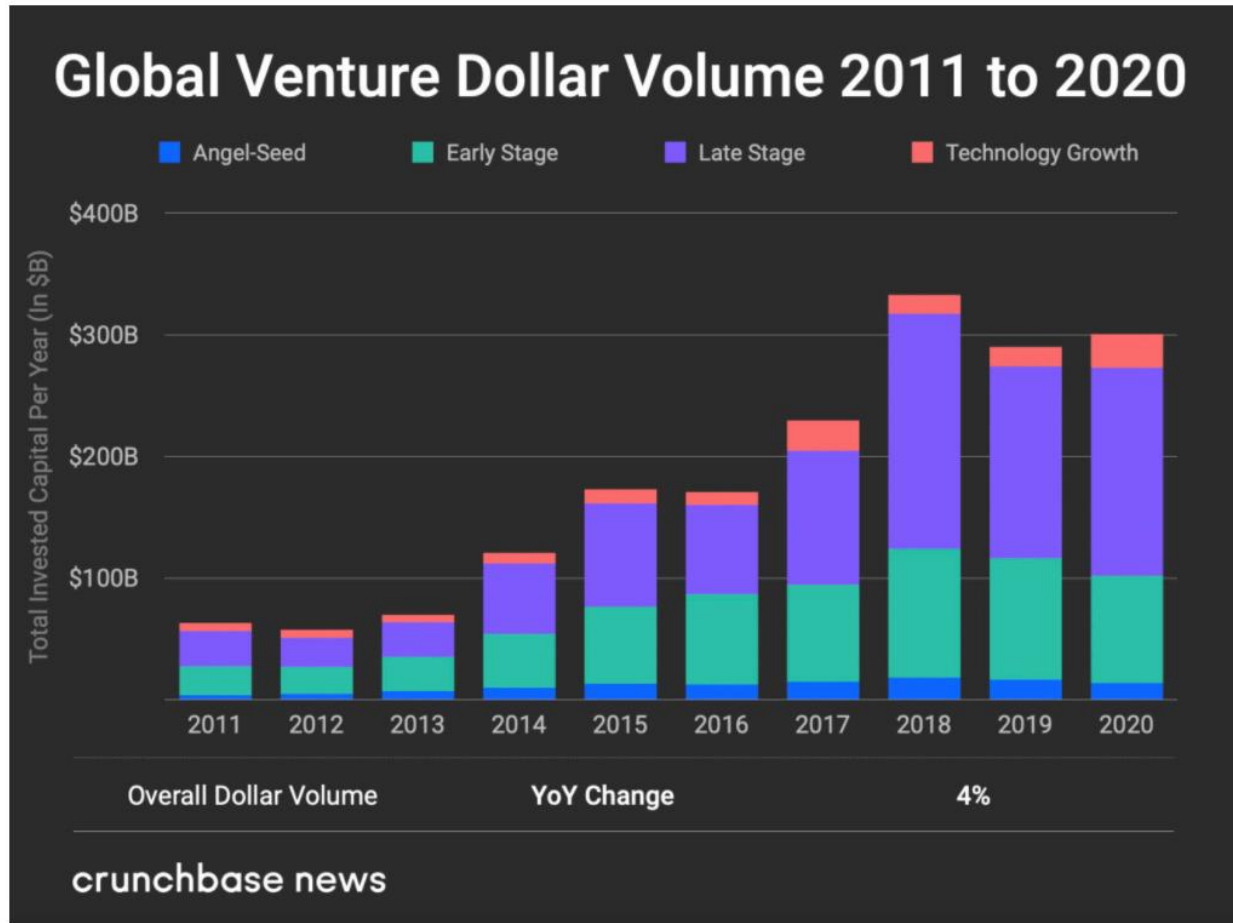
The tech boom was led by the largest companies in the space, with Apple hitting a valuation of more than \$2 trillion in August for the first time, and Amazon and Google cresting \$1 trillion. After more than a year of a global pandemic, the S&P 500 is also at an all-time high. Private companies have more avenues to go public, including via special purpose acquisition companies, or SPACs, which took off in 2020. And following a year of pandemic-led growth for many technology startups, the acquisition markets are stronger than ever.



**Source:** Crunchbase

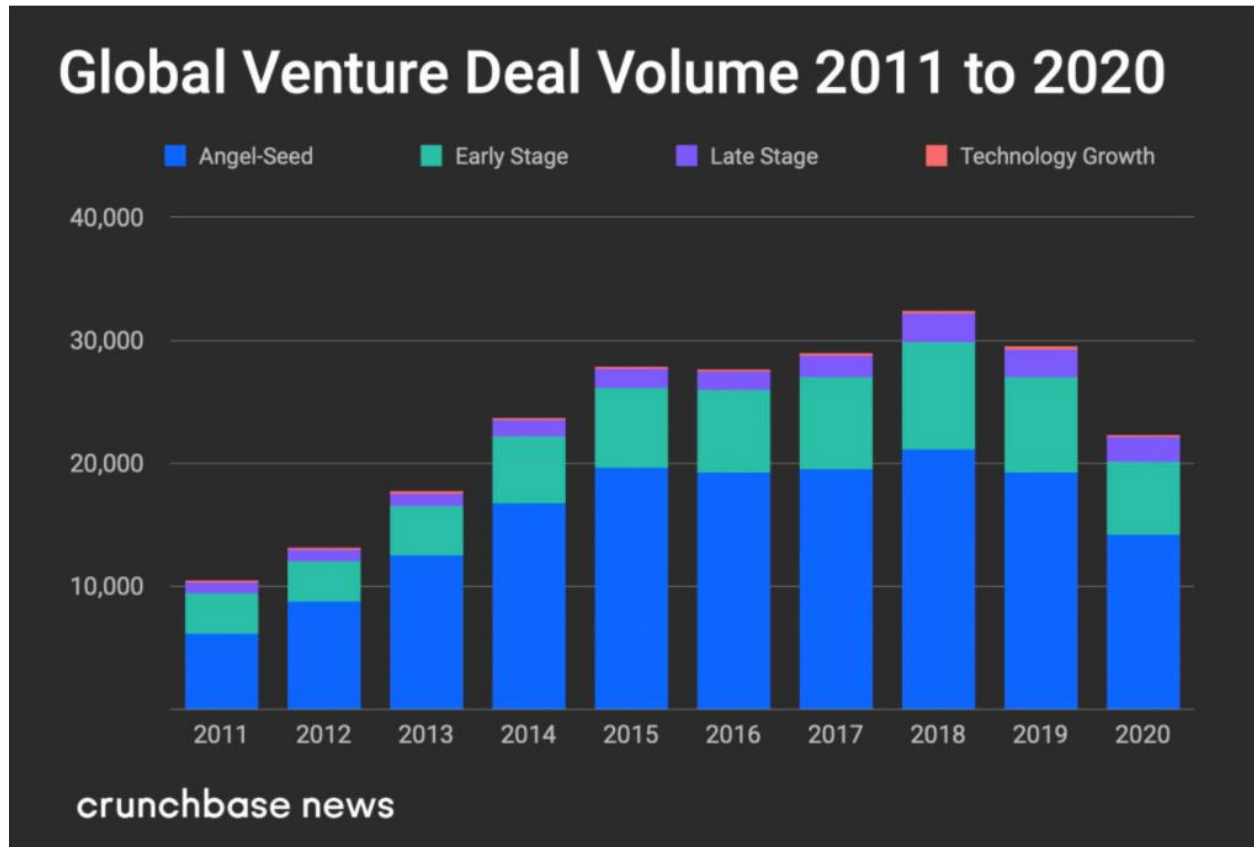
From the start of the year 2020 till its end, Startups are in a much stronger position by having support from global venture funding up 4%/year throughout the year to \$300 billion.





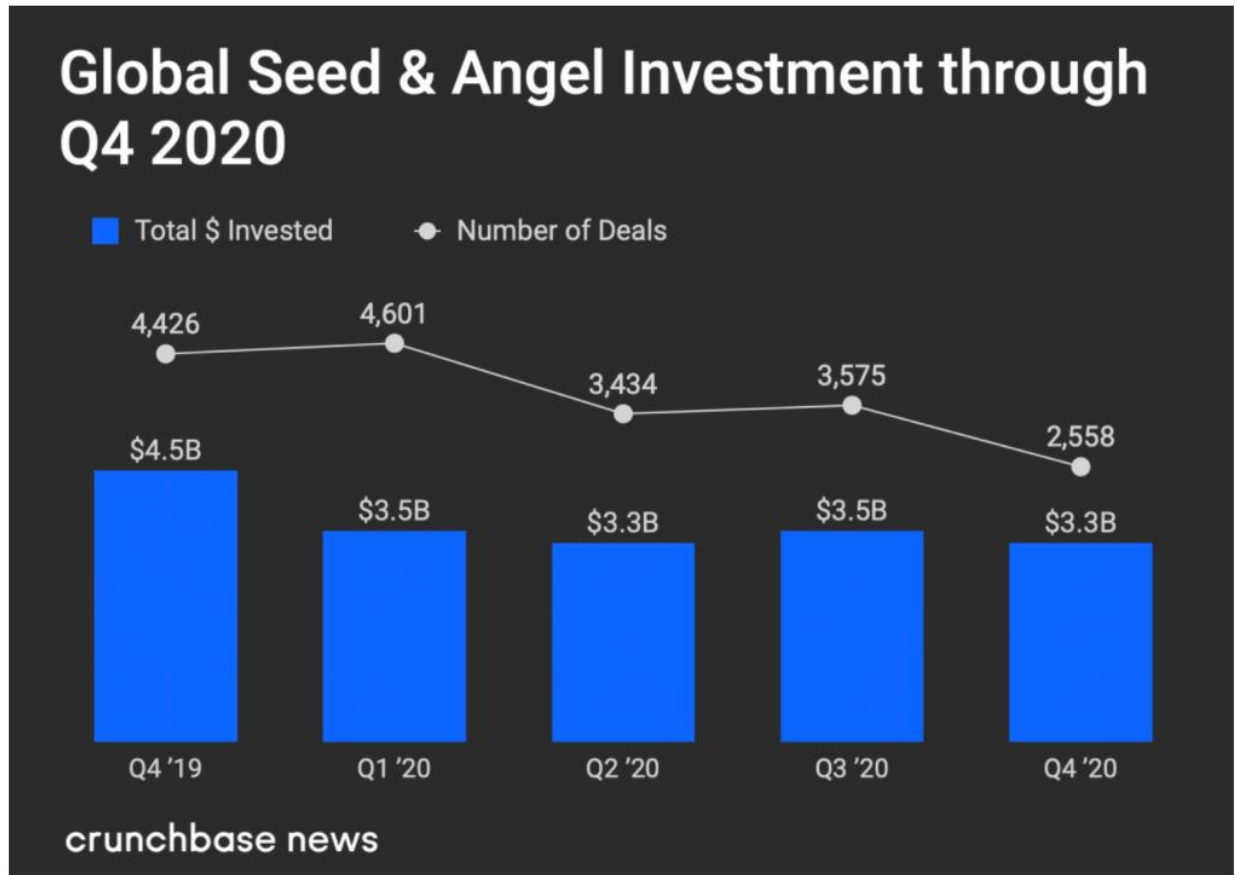
Source: CrunchBase

Through the decade, deal volume has grown significantly from just over 10,000 rounds from seed through to late-stage mega-rounds. With time by founders for 2020, since a large percentage of seed funding is added, funding counts were not necessarily down year over year.



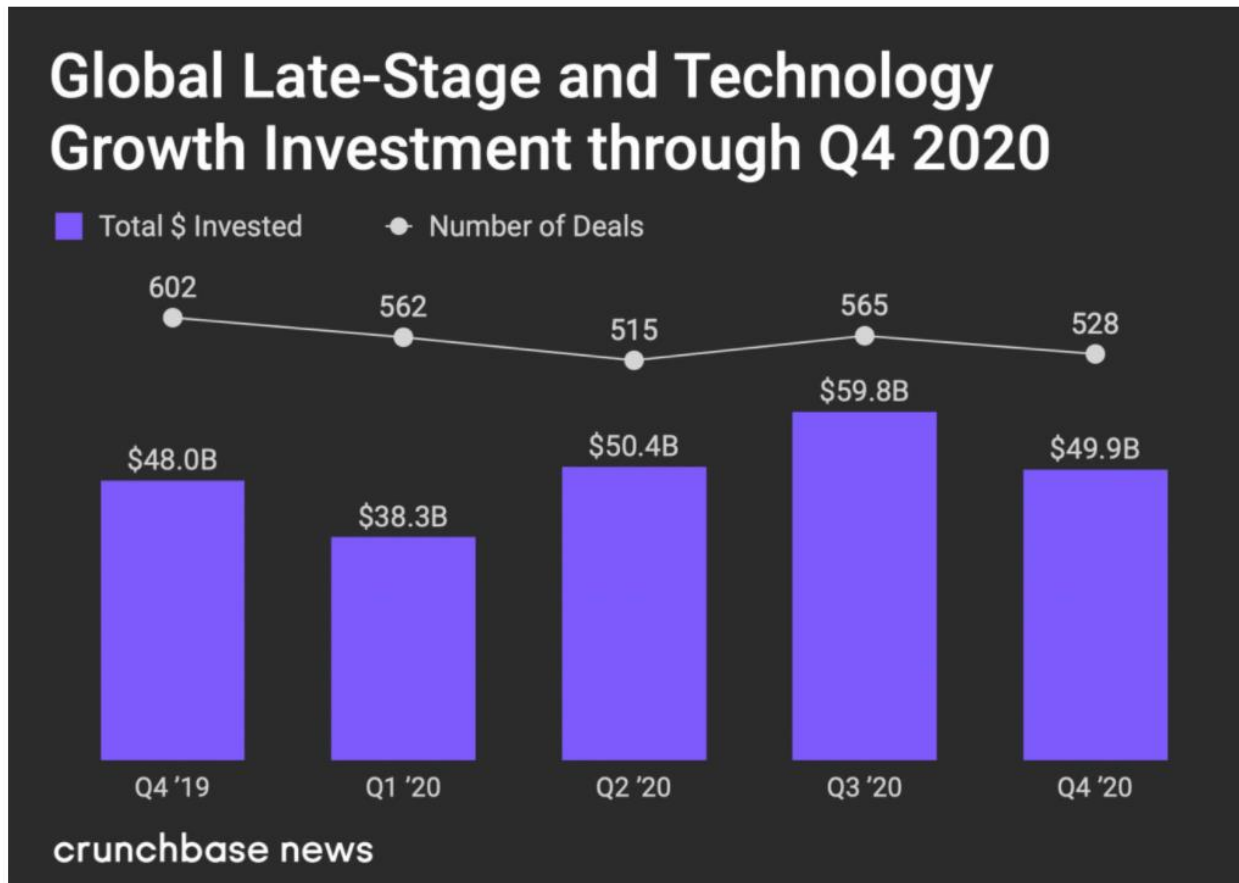
**Source:** CrunchBase

In the last year, seed funding in the fourth quarter was down 27 percent at \$3.3 billion/ year over year and 7 percent quarter over quarter.



**Source:** CrunchBase

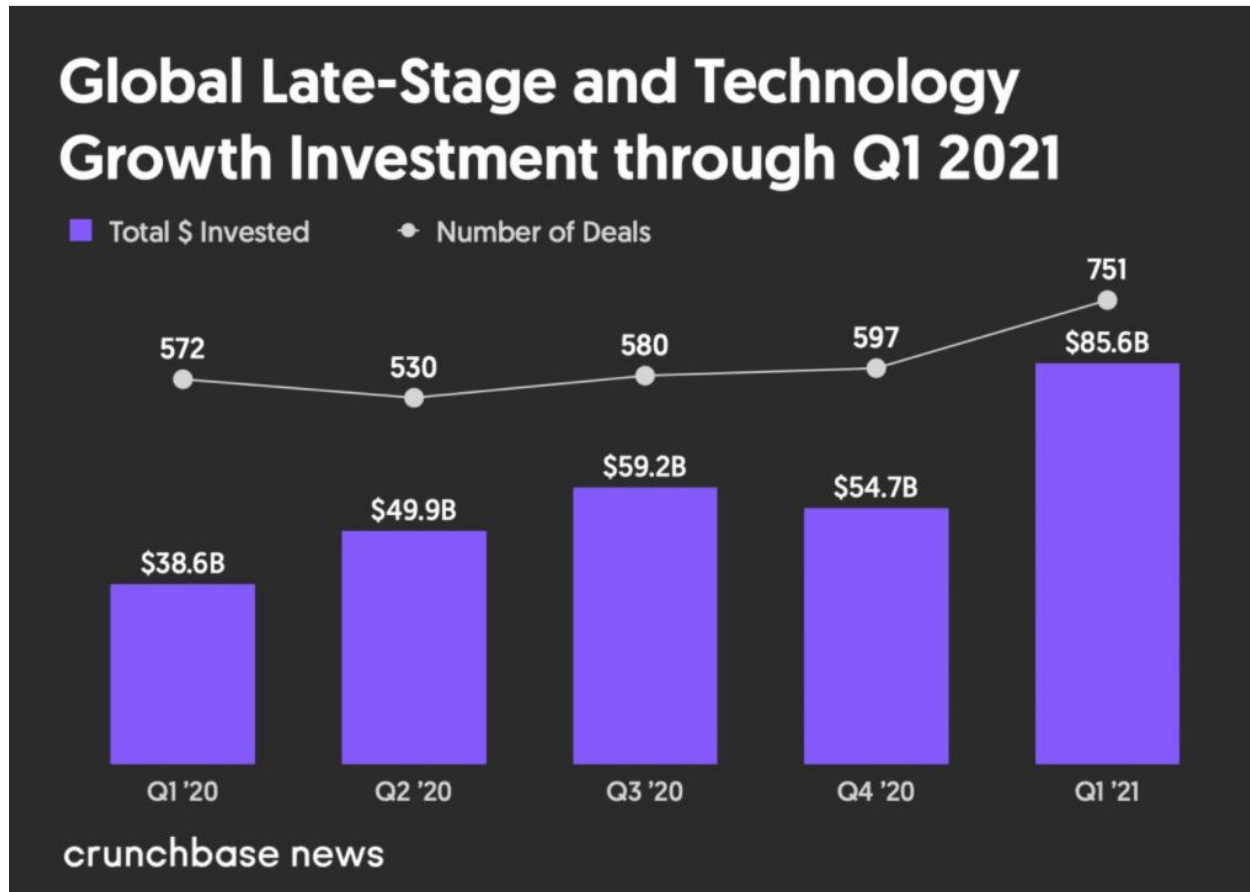
Late-stage and technology growth funding came in only under \$50 billion within the fourth quarter, up year over year by 4 percent but down quarter over quarter by 16 percent.



**Source: CrunchBase**

Fully 79 percent of dollars at a late stage is in rounds of \$100 million and above this quarter, compared to 74 percent in the previous quarter and 63 percent in the first quarter of 2020.

Sectors that led for investments include health care, financial services, transportation, and commerce, and shopping. Sectors that saw the biggest increase year over the year include administrative services, lending, and sales and marketing.



## 7. TYPES OF FUNDING

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Since the beginning of time, people have been raising capital for their projects/ideas in various ways. Thanks to the internet, global networking has been made easy and people with mutual interests, similar background knowledge can talk to each other to jointly work together.

There are so many types of funding currently running in the world. The following are some of the popular funding:

- ✓ **Bootstrapping**
- ✓ **Loans**
- ✓ **Investments**
- ✓ **Grants**
- ✓ **Crowdfunding**
- ✓ **Angel Investors**
- ✓ **Incubators**

### 7.1. BOOTSTRAPPING

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Doing your best with available resources at hand is known as Bootstrapping. It works to build one's business from scratch with their own resources. The main vision behind Bootstrapping is to grow your business without burdening yourselves to borrow funds from anyone else. The business strategy in this type of funding is to borrow minimal to no funds or capital at all.

By having a strong foundation of plans and executing visionary strategies, Bootstrapping is very effective as the interest costs are kept to a minimum even if the company borrows very little capital. Loans

### 7.2. INVESTMENT

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Another popular type of funding is known as investments. In this financing method, you can get funding against your capital project from either some private organizations or individuals that share a mutual interest in the project that you are currently working on. The main of the person who is seeking investment is to provide all the necessary conditions such as a timeline of the project to attract direct-equity investment to get potentially higher returns for a portion of their investment in the sponsored project. You may attract equity investment as per your project's nature, such that the financial return of the investor(s) is derived largely from tax benefits and not financial equity.

### 7.3. GRANTS

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One more important and useful type of funding is done by the federal government as they disburse funds helping state and local governments in initiating projects effectively and efficiently. Usually, these types of funds are administered by various state agencies and awarded to a company/person with a strong competitive basis. Achieved grants are used during the initial stages of the capital projects. For the operation and maintenance of the project, the other funding/capital must be required once construction is complete.

### 7.4. CROWDFUNDING

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In recent years, another interesting funding option that has grown in popularity is known as crowdfunding. To look for this, there are a lot of websites that have registered top funders who are looking for projects to invest their money against respective returns. You can easily create your account on these websites and update your profile accordingly to share your project idea with everyone about what you are planning to make, how much of the progress/research is done up till now, and how it needs to be funded for further execution.

The smart approach for winning crowdfunding is to patent, demonstrate your project idea at first, and then with mutual discussions with the investors offer them a healthy discount on the finished project.

### 7.5. ANGEL INVESTORS

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Angel investors are the individuals who have the money to invest to back startups, aspiring business owners, or deserving entrepreneurs in exchange for some return. Angel investors different from venture capitalists as they are generally solo and do not involve a board or firm. They can either ask for some return on investment or they can exchange against some equity.

### 7.6. TOP 100 ANGEL INVESTORS

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| <b>Name<br/>Location</b>                             | <b>URL (Web Site, Cruchbase URL, LinkedIn URL)</b>  | <b>No. of<br/>portfolio<br/>companies</b> | <b>No. of exits</b> |
|--|---|---|---------------------|
| Justin Mateen<br><b>Las Vegas</b>                    | <a href="http://justinmateen.com/">http://justinmateen.com/</a><br><a href="https://www.crunchbase.com/person/justin-mateen">https://www.crunchbase.com/person/justin-mateen</a><br><a href="https://www.linkedin.com/in/choesusan">https://www.linkedin.com/in/choesusan</a>   | 83  | 5                   |
| Lee Linden<br><b>San Francisco</b>                   | <a href="https://www.quiet.com/">https://www.quiet.com/</a><br><a href="https://www.crunchbase.com/person/lee-linden">https://www.crunchbase.com/person/lee-linden</a><br><a href="https://www.linkedin.com/in/lclinden/">https://www.linkedin.com/in/lclinden/</a>   | 67  | 19                  |
| Sheel Mohnot<br><b>San Francisco</b>                 | <a href="https://www.notion.so/Sheel-s-website-acb2920cf07147e88dd24f1774bf4898">https://www.notion.so/Sheel-s-website-acb2920cf07147e88dd24f1774bf4898</a><br><a href="https://www.crunchbase.com/person/sheel-mohnot">https://www.crunchbase.com/person/sheel-mohnot</a><br><a href="https://www.linkedin.com/in/smohnot/">https://www.linkedin.com/in/smohnot/</a> | 3   | 2                   |
| Eric Paley<br><b>Cambridge,<br/>Massachusetts</b>    | <a href="https://www.foundercollective.com/">https://www.foundercollective.com/</a><br><a href="https://www.crunchbase.com/person/eric-paley">https://www.crunchbase.com/person/eric-paley</a><br><a href="https://www.linkedin.com/in/epaley">https://www.linkedin.com/in/epaley</a>   | 3   | 1                   |
| Zach Weinberg<br><b>New York</b>                     | <a href="https://flatiron.com/">https://flatiron.com/</a><br><a href="https://www.crunchbase.com/person/zach-weinberg">https://www.crunchbase.com/person/zach-weinberg</a><br><a href="https://www.linkedin.com/in/zachweinberg/">https://www.linkedin.com/in/zachweinberg/</a>   | 44  | 8                   |
| David Frankel<br><b>Cambridge,<br/>Massachusetts</b> | <a href="https://www.foundercollective.com/">https://www.foundercollective.com/</a><br><a href="https://www.crunchbase.com/person/david-frankel-3">https://www.crunchbase.com/person/david-frankel-3</a><br><a href="https://www.linkedin.com/in/davidafrankel1">https://www.linkedin.com/in/davidafrankel1</a>   | 1   | 11                  |
| Nat Turner<br><b>New York</b>                        | <a href="https://flatiron.com/blog/people/nat-turner/">https://flatiron.com/blog/people/nat-turner/</a><br><a href="https://www.crunchbase.com/person/nat-turner">https://www.crunchbase.com/person/nat-turner</a><br><a href="http://www.linkedin.com/in/natsturner">http://www.linkedin.com/in/natsturner</a>   | 49  | 8                   |
| Elad Gil<br><b>San Francisco</b>                     | <a href="https://www.color.com/">https://www.color.com/</a><br><a href="https://www.crunchbase.com/person/elad-gil">https://www.crunchbase.com/person/elad-gil</a><br><a href="http://www.linkedin.com/in/eladgil">http://www.linkedin.com/in/eladgil</a>   | 74  | 15                  |

## How to fund your Product/App/solution/service Ideas?

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|  |   |    |    |
| <b>Salil Deshpande</b><br><b>Palo Alto,</b><br><b>California</b> | <a href="https://www.crunchbase.com/person/salil-deshpande">https://www.crunchbase.com/person/salil-deshpande</a><br><a href="http://www.linkedin.com/in/salil">http://www.linkedin.com/in/salil</a>  | 6  | 3  |
| <b>Chad Byers</b><br><b>San Francisco</b>                        | <a href="http://chadbyers.com/">http://chadbyers.com/</a><br><a href="https://www.crunchbase.com/person/chad-byers">https://www.crunchbase.com/person/chad-byers</a><br><a href="http://www.linkedin.com/in/chadabyers">http://www.linkedin.com/in/chadabyers</a>   | 3  | 2  |
| <b>Michael Dearing</b><br><b>Jackson,</b><br><b>Wyoming</b>      | <a href="https://www.harrisonmetal.com/">https://www.harrisonmetal.com/</a><br><a href="https://www.crunchbase.com/person/michael-dearing">https://www.crunchbase.com/person/michael-dearing</a><br><a href="http://www.linkedin.com/in/michaeldearing">http://www.linkedin.com/in/michaeldearing</a>     | 1  | 23 |
| <b>Jon Soberg</b><br><b>Palo Alto,</b><br><b>California</b>      | <a href="http://jonsoberg.com/">http://jonsoberg.com/</a><br><a href="https://www.crunchbase.com/person/jon-soberg">https://www.crunchbase.com/person/jon-soberg</a><br><a href="http://www.linkedin.com/pub/jon-soberg-cfa/0/ab4/81b">http://www.linkedin.com/pub/jon-soberg-cfa/0/ab4/81b</a>           | 13 | 1  |
| <b>Auren Hoffman</b><br><b>San Francisco</b>                     | <a href="https://www.safegraph.com/">https://www.safegraph.com/</a><br><a href="https://www.crunchbase.com/person/aren-hoffman">https://www.crunchbase.com/person/aren-hoffman</a><br><a href="http://www.linkedin.com/in/aren">http://www.linkedin.com/in/aren</a>                                       | 67 | 32 |
| <b>Brian Spaly</b><br><b>Chicago</b>                             | <a href="https://www.brandfoundryvc.com/">https://www.brandfoundryvc.com/</a><br><a href="https://www.crunchbase.com/person/brian-spaly">https://www.crunchbase.com/person/brian-spaly</a><br><a href="http://www.linkedin.com/in/brianspaly">http://www.linkedin.com/in/brianspaly</a>                   | 26 | 4  |
| <b>Wesley Chan</b><br><b>San Francisco</b>                       | <a href="http://www.felicis.com/team/wesley-chan/">http://www.felicis.com/team/wesley-chan/</a><br><a href="https://www.crunchbase.com/person/wesley-chan">https://www.crunchbase.com/person/wesley-chan</a><br><a href="http://www.linkedin.com/in/weschan">http://www.linkedin.com/in/weschan</a>       | 8  | 2  |
| <b>Itamar Novick</b><br><b>San Francisco</b>                     | <a href="https://www.recursiveventures.com/">https://www.recursiveventures.com/</a><br><a href="https://www.crunchbase.com/person/itamar-novick">https://www.crunchbase.com/person/itamar-novick</a><br><a href="https://www.linkedin.com/in/itamarnovick/">https://www.linkedin.com/in/itamarnovick/</a> | 1  | 1  |
| <b>Gaurav Jain</b><br><b>San Francisco</b>                       | <a href="https://afore.vc/">https://afore.vc/</a><br><a href="https://www.crunchbase.com/person/gaurav-jain-2">https://www.crunchbase.com/person/gaurav-jain-2</a><br><a href="https://www.linkedin.com/in/gjainvc/">https://www.linkedin.com/in/gjainvc/</a>   | 9  | 2  |
| <b>Bill Trenchard</b><br><b>San Francisco</b>                    | <a href="http://www.firstround.com/">http://www.firstround.com/</a><br><a href="https://www.crunchbase.com/person/bill-trenchard">https://www.crunchbase.com/person/bill-trenchard</a><br><a href="https://www.linkedin.com/in/billtrenchard/">https://www.linkedin.com/in/billtrenchard/</a>             | 7  | 3  |
| <b>Brad Svrluga</b><br><b>New York</b>                           | <a href="http://www.bradsvrluga.com/">http://www.bradsvrluga.com/</a><br><a href="https://www.crunchbase.com/person/brad-svrluga">https://www.crunchbase.com/person/brad-svrluga</a><br><a href="http://www.linkedin.com/in/bradsvrluga">http://www.linkedin.com/in/bradsvrluga</a>                       | 10 | 1  |
| <b>Gil Dibner</b><br><b>London</b>                               | <a href="https://angularventures.com/">https://angularventures.com/</a><br><a href="https://www.crunchbase.com/person/gil-dibner">https://www.crunchbase.com/person/gil-dibner</a><br><a href="http://www.linkedin.com/in/gildibner">http://www.linkedin.com/in/gildibner</a>                             | 9  | 2  |
| <b>Andrew Mitchell</b><br><b>New York</b>                        | <a href="http://www.brandfoundryvc.com/">http://www.brandfoundryvc.com/</a><br><a href="https://www.crunchbase.com/person/andrew-mitchell">https://www.crunchbase.com/person/andrew-mitchell</a><br><a href="https://www.linkedin.com/in/andrewcmitchell">https://www.linkedin.com/in/andrewcmitchell</a> | 16 | 8  |
| <b>Phin Barnes</b><br><b>New York</b>                            | <a href="http://www.firstround.com/">http://www.firstround.com/</a><br><a href="https://www.crunchbase.com/person/phineas-barnes">https://www.crunchbase.com/person/phineas-barnes</a><br><a href="http://www.linkedin.com/in/phineasbarnes">http://www.linkedin.com/in/phineasbarnes</a>                 | 1  | -  |



How to fund your Product/App/solution/service Ideas?

|   |   |     |    |
|---|---|-----|----|
| Avichal Garg<br><b>Stanford,<br/>California</b> | <a href="http://www.avichal.com/">http://www.avichal.com/</a><br><a href="https://www.crunchbase.com/person/avichal-garg">https://www.crunchbase.com/person/avichal-garg</a><br><a href="http://www.linkedin.com/in/avichalgarg">http://www.linkedin.com/in/avichalgarg</a>   | 26  | 5  |
| Brad Flora<br><b>San Francisco</b>              | <a href="https://bradflora.com/">https://bradflora.com/</a><br><a href="https://www.crunchbase.com/person/brad-flora">https://www.crunchbase.com/person/brad-flora</a><br><a href="http://www.linkedin.com/in/bradflora">http://www.linkedin.com/in/bradflora</a>   | 63  | 5  |
| Darian Shirazi<br><b>San Francisco</b>          | <a href="https://www.gradient.com/profile/darian-shirazi/">https://www.gradient.com/profile/darian-shirazi/</a><br><a href="https://www.crunchbase.com/person/darian-shirazi">https://www.crunchbase.com/person/darian-shirazi</a><br><a href="https://www.linkedin.com/in/darian314/">https://www.linkedin.com/in/darian314/</a> | 22  | 6  |
| Brian Matthews<br><b>St. Louis</b>              | <a href="http://www.cultivationcapital.com/">http://www.cultivationcapital.com/</a><br><a href="https://www.crunchbase.com/person/brian-matthews">https://www.crunchbase.com/person/brian-matthews</a><br><a href="https://www.linkedin.com/in/brian-matthews-951a3134">https://www.linkedin.com/in/brian-matthews-951a3134</a>   | 3   | 10 |
| Scott Belsky<br><b>New York</b>                 | <a href="http://www.scottbelsky.com/">http://www.scottbelsky.com/</a><br><a href="https://www.crunchbase.com/person/scott-belsky">https://www.crunchbase.com/person/scott-belsky</a><br><a href="https://www.linkedin.com/in/scottbelsky">https://www.linkedin.com/in/scottbelsky</a>   | 108 | 27 |
| Josh Kopelman<br><b>Philadelphia</b>            | <a href="http://www.firstround.com/">http://www.firstround.com/</a><br><a href="https://www.crunchbase.com/person/josh-kopelman">https://www.crunchbase.com/person/josh-kopelman</a><br><a href="http://www.linkedin.com/in/jkopelman">http://www.linkedin.com/in/jkopelman</a>   | 9   | 7  |
| Michael Seibel<br><b>San Francisco</b>          | <a href="http://michaelseibel.com/">http://michaelseibel.com/</a><br><a href="https://www.crunchbase.com/person/michael-seibel">https://www.crunchbase.com/person/michael-seibel</a><br><a href="https://www.linkedin.com/in/mwseibel/">https://www.linkedin.com/in/mwseibel/</a>   | 29  | 6  |
| Kevin Mahaffey<br><b>San Francisco</b>          | <a href="https://www.lookout.com/">https://www.lookout.com/</a><br><a href="https://www.crunchbase.com/person/kevin-mahaffey">https://www.crunchbase.com/person/kevin-mahaffey</a><br><a href="https://www.linkedin.com/in/kmahaffey">https://www.linkedin.com/in/kmahaffey</a>   | 69  | 18 |
| Michael Brown<br><b>New York</b>                | <a href="http://www.bowerycap.com/">http://www.bowerycap.com/</a><br><a href="https://www.crunchbase.com/person/mike-brown-jr">https://www.crunchbase.com/person/mike-brown-jr</a><br><a href="https://www.linkedin.com/in/browmich/">https://www.linkedin.com/in/browmich/</a>   | 2   |    |
| Micah Rosenbloom<br><b>New York</b>             | <a href="https://www.foundercollective.com/">https://www.foundercollective.com/</a><br><a href="https://www.crunchbase.com/person/micah-rosenbloom">https://www.crunchbase.com/person/micah-rosenbloom</a><br><a href="https://www.linkedin.com/in/micah-rosenbloom-a0350">https://www.linkedin.com/in/micah-rosenbloom-a0350</a> | 2   |    |
| Kevin Hartz<br><b>San Francisco</b>             | <a href="https://www.a-star.co/">https://www.a-star.co/</a><br><a href="https://www.crunchbase.com/person/kevin-hartz">https://www.crunchbase.com/person/kevin-hartz</a><br><a href="http://www.linkedin.com/in/hartz">http://www.linkedin.com/in/hartz</a>   | 61  | 18 |
| Keith Rabois<br><b>Miami</b>                    | <a href="https://www.khoslaventures.com/">https://www.khoslaventures.com/</a><br><a href="https://www.crunchbase.com/person/keith-rabois">https://www.crunchbase.com/person/keith-rabois</a><br><a href="http://www.linkedin.com/in/keith">http://www.linkedin.com/in/keith</a>   | 57  | 36 |
| Jason Finger<br><b>Los Angeles</b>              | <a href="http://jasonfinger.com/">http://jasonfinger.com/</a><br><a href="https://www.crunchbase.com/person/jason-finger">https://www.crunchbase.com/person/jason-finger</a><br><a href="http://www.linkedin.com/pub/jason-finger/0/41/8a1">http://www.linkedin.com/pub/jason-finger/0/41/8a1</a>                                 | 30  | 8  |
| Kevin Colleran<br><b>Boston</b>                 | <a href="https://slow-prod.herokuapp.com/">https://slow-prod.herokuapp.com/</a><br><a href="https://www.crunchbase.com/person/kevin-colleran">https://www.crunchbase.com/person/kevin-colleran</a>  | 18  | 7  |

How to fund your Product/App/solution/service Ideas?

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|---|---|-----|----|
|   | <a href="http://www.linkedin.com/in/kevcoll">http://www.linkedin.com/in/kevcoll</a>   |     |    |
| Eric Kwan<br><b>San Francisco</b>                   | <a href="https://angel.co/eric-kwan">https://angel.co/eric-kwan</a><br><a href="https://www.crunchbase.com/person/eric-kwan">https://www.crunchbase.com/person/eric-kwan</a><br><a href="https://www.linkedin.com/in/erickwan">https://www.linkedin.com/in/erickwan</a>   | 37  | 4  |
| Paul Buchheit<br><b>Mountain View, California</b>   | <a href="http://paulbuchheit.blogspot.com/">http://paulbuchheit.blogspot.com/</a><br><a href="https://www.crunchbase.com/person/paul-buchheit">https://www.crunchbase.com/person/paul-buchheit</a><br><a href="https://www.linkedin.com/in/paul-buchheit-744250a/">https://www.linkedin.com/in/paul-buchheit-744250a/</a>   | 152 | 58 |
| Charlie Songhurst<br>Kirkland,<br><b>Washington</b> | <a href="https://www.crunchbase.com/person/charlie-songhurst">https://www.crunchbase.com/person/charlie-songhurst</a><br><a href="https://www.linkedin.com/in/charlessonghurst/">https://www.linkedin.com/in/charlessonghurst/</a>  | 127 | 12 |
| Andy McLoughlin<br><b>San Francisco</b>             | <a href="http://www.andymcloughlin.co/">http://www.andymcloughlin.co/</a><br><a href="https://www.crunchbase.com/person/andy-mcloughlin">https://www.crunchbase.com/person/andy-mcloughlin</a><br><a href="http://www.linkedin.com/in/andymcloughlin">http://www.linkedin.com/in/andymcloughlin</a>   | 21  | 6  |
| Howard Morgan<br><b>New York</b>                    | <a href="https://www.bcapgroup.com/">https://www.bcapgroup.com/</a><br><a href="https://www.crunchbase.com/person/howard-morgan">https://www.crunchbase.com/person/howard-morgan</a><br><a href="http://www.linkedin.com/in/hlmorgan">http://www.linkedin.com/in/hlmorgan</a>   | 16  | 6  |
| Daniel Gross<br><b>San Francisco</b>                | <a href="https://dcgross.com/">https://dcgross.com/</a><br><a href="https://www.crunchbase.com/person/daniel-gross">https://www.crunchbase.com/person/daniel-gross</a><br><a href="https://www.linkedin.com/in/dg271">https://www.linkedin.com/in/dg271</a>   | 20  | 3  |
| Tom Williams<br><b>San Francisco</b>                | <a href="http://pbva.org/">http://pbva.org/</a><br><a href="https://www.crunchbase.com/person/tom-williams-2">https://www.crunchbase.com/person/tom-williams-2</a><br><a href="http://www.linkedin.com/in/tomgivesmeaning">http://www.linkedin.com/in/tomgivesmeaning</a>   | 46  | 3  |
| Ryan Moore<br><b>Boston</b>                         | <a href="https://accomplice.co/resources#moore">https://accomplice.co/resources#moore</a><br><a href="https://www.crunchbase.com/person/ryan-moore">https://www.crunchbase.com/person/ryan-moore</a><br><a href="http://www.linkedin.com/pub/ryan-moore/2/337/719">http://www.linkedin.com/pub/ryan-moore/2/337/719</a>   | 4   | 2  |
| Seth Berman<br><b>San Francisco</b>                 | <a href="http://www.susaventures.com/">http://www.susaventures.com/</a><br><a href="https://www.crunchbase.com/person/seth-berman">https://www.crunchbase.com/person/seth-berman</a><br><a href="http://www.linkedin.com/pub/seth-berman/1/649/31a">http://www.linkedin.com/pub/seth-berman/1/649/31a</a>   | 6   | 3  |
| Bryan Rosenblatt<br><b>New York</b>                 | <a href="https://angel.co/riverside-ventures/syndicate?utm_campaign=syndicate_direct_link">https://angel.co/riverside-ventures/syndicate?utm_campaign=syndicate_direct_link</a><br><a href="https://www.crunchbase.com/person/bryan-rosenblatt">https://www.crunchbase.com/person/bryan-rosenblatt</a><br><a href="https://www.linkedin.com/in/bryanrosenblatt/">https://www.linkedin.com/in/bryanrosenblatt/</a> | 40  | 6  |
| Stuart Ellman<br><b>New York</b>                    | <a href="https://www.staircase.co/">https://www.staircase.co/</a><br><a href="https://www.crunchbase.com/person/stuart-ellman">https://www.crunchbase.com/person/stuart-ellman</a><br><a href="http://www.linkedin.com/pub/stuart-ellman/b/971/675">http://www.linkedin.com/pub/stuart-ellman/b/971/675</a>   | 1   | -  |
| Ed Sim  | <a href="http://www.beyondvc.com/">http://www.beyondvc.com/</a>   | 1   | -  |

How to fund your Product/App/solution/service Ideas?

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|---------------------------------------|---|----|----|
| Montclair, New Jersey                 | <a href="https://www.crunchbase.com/person/ed-sim">https://www.crunchbase.com/person/ed-sim</a><br><a href="http://www.linkedin.com/in/edsim">http://www.linkedin.com/in/edsim</a>  |    |    |
| Ilya Fushman<br>San Francisco         | <a href="https://www.inkitt.com/">https://www.inkitt.com/</a><br><a href="https://www.crunchbase.com/person/ilya-fushman">https://www.crunchbase.com/person/ilya-fushman</a><br><a href="http://www.linkedin.com/in/ilyafushman">http://www.linkedin.com/in/ilyafushman</a>   | 3  | -  |
| Jishnu Bhattacharjee<br>San Francisco | <a href="https://nexusvp.com/">https://nexusvp.com/</a><br><a href="https://www.crunchbase.com/person/jishnu-bhattacharjee">https://www.crunchbase.com/person/jishnu-bhattacharjee</a><br><a href="https://www.linkedin.com/in/jishnu-b-3063271">https://www.linkedin.com/in/jishnu-b-3063271</a>                               | 17 |    |
| Henry McNamara<br>New York            | <a href="https://www.whalebone.vc/">https://www.whalebone.vc/</a><br><a href="https://www.crunchbase.com/person/henry-mcnamara">https://www.crunchbase.com/person/henry-mcnamara</a><br><a href="http://www.linkedin.com/in/henrylmcnamara">http://www.linkedin.com/in/henrylmcnamara</a>                                       | -  | -  |
| David Tisch<br>New York               | <a href="http://www.daviddtisch.com/">http://www.daviddtisch.com/</a><br><a href="https://www.crunchbase.com/person/david-tisch">https://www.crunchbase.com/person/david-tisch</a><br><a href="http://www.linkedin.com/in/davetisch">http://www.linkedin.com/in/davetisch</a>   | 81 | 44 |
| Mike Dodd<br>Austin, Texas            | <a href="https://www.silvertonpartners.com/">https://www.silvertonpartners.com/</a><br><a href="https://www.crunchbase.com/person/mike-dodd">https://www.crunchbase.com/person/mike-dodd</a><br><a href="http://www.linkedin.com/pub/mike-dodd/0/a02/769">http://www.linkedin.com/pub/mike-dodd/0/a02/769</a>                   | 14 | -  |
| Jeremy Yap<br>London                  | <a href="http://angel.co/jermyap">http://angel.co/jermyap</a><br><a href="https://www.crunchbase.com/person/jeremy-yap">https://www.crunchbase.com/person/jeremy-yap</a><br><a href="http://www.linkedin.com/in/jermyap">http://www.linkedin.com/in/jermyap</a>   | 52 | 9  |
| Lauren DeLuca<br>Chicago              | <a href="https://motivate.vc/">https://motivate.vc/</a><br><a href="https://www.crunchbase.com/person/lauren-deluca-3ac9">https://www.crunchbase.com/person/lauren-deluca-3ac9</a><br><a href="https://www.linkedin.com/in/delucalauren/">https://www.linkedin.com/in/delucalauren/</a>   | 34 | 6  |
| Mitchel Laskey<br>Orlando, Florida    | <a href="https://www.deepworkcapital.com/">https://www.deepworkcapital.com/</a><br><a href="https://www.crunchbase.com/person/mitchel-j-laskey">https://www.crunchbase.com/person/mitchel-j-laskey</a><br><a href="https://www.linkedin.com/in/mitchel-laskey-b6049ab/">https://www.linkedin.com/in/mitchel-laskey-b6049ab/</a> | 6  | -  |
| Adrian Aoun<br>San Francisco          | <a href="https://goforward.com/">https://goforward.com/</a><br><a href="https://www.crunchbase.com/person/adrian-aoun">https://www.crunchbase.com/person/adrian-aoun</a><br><a href="http://www.linkedin.com/in/adrianaoun">http://www.linkedin.com/in/adrianaoun</a>   | 27 | 5  |
| Jeff Seibert<br>San Francisco         | <a href="http://jeffseibert.com/">http://jeffseibert.com/</a><br><a href="https://www.crunchbase.com/person/jeff-seibert">https://www.crunchbase.com/person/jeff-seibert</a><br><a href="http://www.linkedin.com/in/jseibert">http://www.linkedin.com/in/jseibert</a>   | 28 | 8  |
| Leo Polovets<br>Portland, Oregon      | <a href="http://codingvc.com/">http://codingvc.com/</a><br><a href="https://www.crunchbase.com/person/leo-polovets">https://www.crunchbase.com/person/leo-polovets</a>  | 6  | 2  |

How to fund your Product/App/solution/service Ideas?

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|---|---|-----|----|
|   | <a href="https://www.linkedin.com/in/lpolovets">https://www.linkedin.com/in/lpolovets</a>   |     |    |
| Ashmeet Sidana<br><b>Menlo Park,<br/>California</b> | <a href="https://baffle.io/">https://baffle.io/</a><br><a href="https://www.crunchbase.com/person/ashmeet-sidana-2">https://www.crunchbase.com/person/ashmeet-sidana-2</a><br><a href="https://www.linkedin.com/in/sidana">https://www.linkedin.com/in/sidana</a>   | 2   | -  |
| Benjamin Ling<br><b>Miami</b>                       | <a href="https://tempo.fit/">https://tempo.fit/</a><br><a href="https://www.crunchbase.com/person/ben-ling">https://www.crunchbase.com/person/ben-ling</a><br><a href="https://www.linkedin.com/in/benjaminling/">https://www.linkedin.com/in/benjaminling/</a>   | 70  | 27 |
| Chip Hazard<br><b>New York</b>                      | <a href="http://www.hazardlights.net/">http://www.hazardlights.net/</a><br><a href="https://www.crunchbase.com/person/chip-hazard">https://www.crunchbase.com/person/chip-hazard</a><br><a href="http://www.linkedin.com/in/chiphazard">http://www.linkedin.com/in/chiphazard</a>                         | 2   | -  |
| Morgan Flager<br><b>Austin, Texas</b>               | <a href="https://www.silvertonpartners.com/">https://www.silvertonpartners.com/</a><br><a href="https://www.crunchbase.com/person/morgan-flager">https://www.crunchbase.com/person/morgan-flager</a><br><a href="http://www.linkedin.com/in/mflager">http://www.linkedin.com/in/mflager</a>               | 1   |    |
| Garry Tan<br><b>San Francisco</b>                   | <a href="http://blog.garrytan.com/">http://blog.garrytan.com/</a><br><a href="https://www.crunchbase.com/person/garry-tan">https://www.crunchbase.com/person/garry-tan</a><br><a href="http://www.linkedin.com/in/garrytan">http://www.linkedin.com/in/garrytan</a>                                       | 56  | 19 |
| Naval Ravikant<br><b>San Francisco</b>              | <a href="https://startupboy.com/about/">https://startupboy.com/about/</a><br><a href="https://www.crunchbase.com/person/naval-ravikant">https://www.crunchbase.com/person/naval-ravikant</a><br><a href="http://www.linkedin.com/in/navalr">http://www.linkedin.com/in/navalr</a>                         | 149 | 52 |
| David Beisel<br><b>Boston</b>                       | <a href="https://www.davidbeisel.com/">https://www.davidbeisel.com/</a><br><a href="https://www.crunchbase.com/person/david-beisel">https://www.crunchbase.com/person/david-beisel</a><br><a href="http://www.linkedin.com/in/davidbeisel">http://www.linkedin.com/in/davidbeisel</a>                     | 2   | -  |
| Max Levchin<br><b>San Francisco</b>                 | <a href="https://www.affirm.com/">https://www.affirm.com/</a><br><a href="https://www.crunchbase.com/person/max-levchin">https://www.crunchbase.com/person/max-levchin</a><br><a href="https://www.linkedin.com/in/maxlevchin/">https://www.linkedin.com/in/maxlevchin/</a>                               | 78  | 26 |
| Eytan Elbaz<br><b>Los Angeles</b>                   | <a href="https://www.socialnative.com/">https://www.socialnative.com/</a><br><a href="https://www.crunchbase.com/person/eytan-elbaz">https://www.crunchbase.com/person/eytan-elbaz</a><br><a href="https://www.linkedin.com/in/eytan-elbaz-b098198/">https://www.linkedin.com/in/eytan-elbaz-b098198/</a> | 16  | 5  |
| Steve Anderson<br><b>San Francisco</b>              | <a href="https://www.baselinev.com/">https://www.baselinev.com/</a><br><a href="https://www.crunchbase.com/person/steve-anderson">https://www.crunchbase.com/person/steve-anderson</a><br><a href="http://www.linkedin.com/in/steveatbaseline">http://www.linkedin.com/in/steveatbaseline</a>             | 8   | 4  |
| Amitt Mahajan<br><b>San Francisco</b>               | <a href="http://www.amitt.com/">http://www.amitt.com/</a><br><a href="https://www.crunchbase.com/person/amitt-mahajan">https://www.crunchbase.com/person/amitt-mahajan</a><br><a href="http://www.linkedin.com/in/amittmahajan">http://www.linkedin.com/in/amittmahajan</a>                               | 13  | 7  |
| Jeff Kearn<br>San Clemente,<br><b>California</b>    | <a href="https://pelionvp.com/">https://pelionvp.com/</a><br><a href="https://www.crunchbase.com/person/jeff-kearl">https://www.crunchbase.com/person/jeff-kearl</a><br><a href="https://www.linkedin.com/in/jeffkearl">https://www.linkedin.com/in/jeffkearl</a>   | 29  | 13 |
| Ali Partovi<br><b>San Francisco</b>                 | <a href="http://www.partovi.org/">http://www.partovi.org/</a><br><a href="https://www.crunchbase.com/person/ali-partovi">https://www.crunchbase.com/person/ali-partovi</a><br><a href="http://www.linkedin.com/in/apartovi">http://www.linkedin.com/in/apartovi</a>                                       | 31  | 19 |
| Jonah Goodhart                                      | <a href="http://www.wgifund.com/">http://www.wgifund.com/</a>   | 25  | 8  |

How to fund your Product/App/solution/service Ideas?

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|--|---|----|----|
| <b>New York</b>                                  | <a href="https://www.crunchbase.com/person/jonah-goodhart">https://www.crunchbase.com/person/jonah-goodhart</a><br><a href="https://www.linkedin.com/in/jonahgoodhart/">https://www.linkedin.com/in/jonahgoodhart/</a>  |    |    |
| Thomas Lehrman<br><b>New York</b>                | <a href="https://www.teamworthy.com/">https://www.teamworthy.com/</a><br><a href="https://www.crunchbase.com/person/thomas-lehrman">https://www.crunchbase.com/person/thomas-lehrman</a><br><a href="https://www.linkedin.com/in/thomas-d-lehrman-54955">https://www.linkedin.com/in/thomas-d-lehrman-54955</a> | 30 | 13 |
| Chris Sacca<br>Jackson, <b>Wyoming</b>           | <a href="https://chrissacca.com/">https://chrissacca.com/</a><br><a href="https://www.crunchbase.com/person/chris-sacca">https://www.crunchbase.com/person/chris-sacca</a><br><a href="https://www.linkedin.com/in/chrissacca">https://www.linkedin.com/in/chrissacca</a>                                       | 35 | 21 |
| Alfred Lin<br><b>Menlo Park, California</b>      | <a href="https://www.sequoiacap.com/">https://www.sequoiacap.com/</a><br><a href="https://www.crunchbase.com/person/alfred-lin">https://www.crunchbase.com/person/alfred-lin</a><br><a href="https://www.linkedin.com/in/linalfred/">https://www.linkedin.com/in/linalfred/</a>                                 | 9  | 7  |
| Marc Andreessen<br><b>Menlo Park, California</b> | <a href="https://www.crunchbase.com/person/marc-andreessen">https://www.crunchbase.com/person/marc-andreessen</a>   | 36 | 28 |
| Amish Jani<br><b>New York</b>                    | <a href="https://firstmarkcap.com/">https://firstmarkcap.com/</a><br><a href="https://www.crunchbase.com/person/amish-jani">https://www.crunchbase.com/person/amish-jani</a><br><a href="https://www.linkedin.com/in/amishjani/">https://www.linkedin.com/in/amishjani/</a>                                     | 6  | 4  |
| Bill Tai<br><b>Palo Alto, California</b>         | <a href="http://www.about.me/BillTai">http://www.about.me/BillTai</a><br><a href="https://www.crunchbase.com/person/bill-tai">https://www.crunchbase.com/person/bill-tai</a><br><a href="http://www.linkedin.com/in/kitevc">http://www.linkedin.com/in/kitevc</a>   | 25 | 9  |
| Haim Sadger<br><b>Tel Aviv, Israel</b>           | <a href="https://scapitalvc.com/">https://scapitalvc.com/</a><br><a href="https://www.crunchbase.com/person/haim-sadger">https://www.crunchbase.com/person/haim-sadger</a><br><a href="https://www.linkedin.com/in/haim-sadger-5216576/">https://www.linkedin.com/in/haim-sadger-5216576/</a>                   | 1  | -  |
| Jerry Yang<br><b>Palo Alto, California</b>       | <a href="https://goo.gl/WESRXN">https://goo.gl/WESRXN</a><br><a href="https://www.crunchbase.com/person/jerry-yang">https://www.crunchbase.com/person/jerry-yang</a><br><a href="https://www.linkedin.com/in/jmyang1976/">https://www.linkedin.com/in/jmyang1976/</a>   | 22 | 4  |
| Drew Houston<br><b>San Francisco</b>             | <a href="https://www.dropbox.com/">https://www.dropbox.com/</a><br><a href="https://www.crunchbase.com/person/drew-houston">https://www.crunchbase.com/person/drew-houston</a><br><a href="http://www.linkedin.com/in/drewhouston">http://www.linkedin.com/in/drewhouston</a>                                   | 21 | 4  |
| Tim Kopp<br>Carmel, <b>Indiana</b>               | <a href="http://cmovc.com/">http://cmovc.com/</a><br><a href="https://www.crunchbase.com/person/tim-kopp">https://www.crunchbase.com/person/tim-kopp</a><br><a href="https://www.linkedin.com/in/cmovc/">https://www.linkedin.com/in/cmovc/</a>   | 15 | 6  |
| Jerry Neumann<br><b>New York</b>                 | <a href="http://reactionwheel.net/">http://reactionwheel.net/</a><br><a href="https://www.crunchbase.com/person/jerry-neumann">https://www.crunchbase.com/person/jerry-neumann</a><br><a href="http://www.linkedin.com/in/jerryneumann">http://www.linkedin.com/in/jerryneumann</a>                             | 8  | 1  |
| Justin Waldron<br><b>San Francisco</b>           | <a href="https://www.play.co/">https://www.play.co/</a><br><a href="https://www.crunchbase.com/person/justin-waldron">https://www.crunchbase.com/person/justin-waldron</a><br><a href="http://www.linkedin.com/in/jtwald">http://www.linkedin.com/in/jtwald</a>   | 43 | 9  |
| Sam Altman<br><b>San Francisco</b>               | <a href="http://blog.samaltman.com/">http://blog.samaltman.com/</a><br><a href="https://www.crunchbase.com/person/sam-altman">https://www.crunchbase.com/person/sam-altman</a>  | 54 | 14 |

How to fund your Product/App/solution/service Ideas?

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|--|---|----|----|
|  | <a href="https://www.linkedin.com/in/sam-altman-827a33179/">https://www.linkedin.com/in/sam-altman-827a33179/</a>   |    |    |
| <b>E. Bora Uygun<br/>Vancouver</b>                       | <a href="https://www.crunchbase.com/person/dr-e-bora-uygun">BORA &amp; SONS</a><br><a href="https://www.crunchbase.com/person/dr-e-bora-uygun">https://www.crunchbase.com/person/dr-e-bora-uygun</a><br><a href="https://tr.linkedin.com/in/dr-e-bora-uygun-a768b744/en">https://tr.linkedin.com/in/dr-e-bora-uygun-a768b744/en</a> | 14 | 4  |
| <b>Jared Friedman<br/>San Francisco</b>                  | <a href="https://www.scribd.com/">https://www.scribd.com/</a><br><a href="https://www.crunchbase.com/person/jared-friedman">https://www.crunchbase.com/person/jared-friedman</a><br><a href="http://www.linkedin.com/in/jaredfriedman">http://www.linkedin.com/in/jaredfriedman</a>   | 11 | 4  |
| <b>Larry Marcus<br/>San Francisco</b>                    | <a href="http://www.marcyvp.com/">http://www.marcyvp.com/</a><br><a href="https://www.crunchbase.com/person/larry-marcus">https://www.crunchbase.com/person/larry-marcus</a><br><a href="http://www.linkedin.com/in/larrymarcus">http://www.linkedin.com/in/larrymarcus</a>   | 7  | 1  |
| <b>Charles Moldow<br/>San Francisco</b>                  | <a href="https://foundationcapital.com/">https://foundationcapital.com/</a><br><a href="https://www.crunchbase.com/person/charles-moldow">https://www.crunchbase.com/person/charles-moldow</a><br><a href="https://www.linkedin.com/in/charlesmoldow/">https://www.linkedin.com/in/charlesmoldow/</a>                               | 9  | 5  |
| <b>Andy Dunn<br/>New York</b>                            | <a href="http://www.bonobos.com/">http://www.bonobos.com/</a><br><a href="https://www.crunchbase.com/person/andy-dunn">https://www.crunchbase.com/person/andy-dunn</a><br><a href="http://www.linkedin.com/in/andyrdunn">http://www.linkedin.com/in/andyrdunn</a>   | 25 | 4  |
| <b>Jesse Robbins<br/>San Francisco</b>                   | <a href="https://about.me/jesserobbins">https://about.me/jesserobbins</a><br><a href="https://www.crunchbase.com/person/jesse-robbins">https://www.crunchbase.com/person/jesse-robbins</a><br><a href="http://www.linkedin.com/in/jesserobbins">http://www.linkedin.com/in/jesserobbins</a>   | 10 | 8  |
| <b>Nitesh Banta<br/>New York</b>                         | <a href="https://www.b12.io/">https://www.b12.io/</a><br><a href="https://www.crunchbase.com/person/nitesh-banta">https://www.crunchbase.com/person/nitesh-banta</a><br><a href="https://www.linkedin.com/in/choesusan">https://www.linkedin.com/in/choesusan</a>   | 40 | 5  |
| <b>Kirsten Green<br/>San Francisco</b>                   | <a href="https://www.forerunnerventures.com/">https://www.forerunnerventures.com/</a><br><a href="https://www.crunchbase.com/person/kirsten-green">https://www.crunchbase.com/person/kirsten-green</a><br><a href="https://www.linkedin.com/in/kirstengreen/">https://www.linkedin.com/in/kirstengreen/</a>                         | 9  | 1  |
| <b>Aileen Lee<br/>Palo Alto,<br/>California</b>          | <a href="https://www.cowboy.vc/">https://www.cowboy.vc/</a><br><a href="https://www.crunchbase.com/person/aileen-lee">https://www.crunchbase.com/person/aileen-lee</a><br><a href="http://www.linkedin.com/in/aileenwlee">http://www.linkedin.com/in/aileenwlee</a>   | 2  | 16 |
| <b>Ann Miura-Ko<br/>Palo Alto,<br/>California</b>        | <a href="https://www.floodgate.com/">https://www.floodgate.com/</a><br><a href="https://www.crunchbase.com/person/ann-miura-ko">https://www.crunchbase.com/person/ann-miura-ko</a><br><a href="https://www.linkedin.com/in/amiura/">https://www.linkedin.com/in/amiura/</a>   | 2  | 16 |
| <b>Deborah Quazzo<br/>San Francisco</b>                  | <a href="https://gsv.ventures/">https://gsv.ventures/</a><br><a href="https://www.crunchbase.com/person/deborah-quazzo">https://www.crunchbase.com/person/deborah-quazzo</a><br><a href="https://www.linkedin.com/in/deborah-quazzo-1343554/">https://www.linkedin.com/in/deborah-quazzo-1343554/</a>                               | 16 | 3  |
| <b>Ruchi Sanghvi<br/>San Francisco</b>                   | <a href="https://www.southparkcommons.com/">https://www.southparkcommons.com/</a><br><a href="https://www.crunchbase.com/person/ruchi-sanghvi">https://www.crunchbase.com/person/ruchi-sanghvi</a><br><a href="https://www.linkedin.com/in/rsanghvi/">https://www.linkedin.com/in/rsanghvi/</a>                                     | 29 | 9  |
| <b>Kaitlyn Doyle<br/>Greater Chicago<br/>Area, Great</b> | <a href="https://technexus.com/">https://technexus.com/</a> <a href="http://vitalizeventure.group/">http://vitalizeventure.group/</a><br><a href="https://www.crunchbase.com/person/kaitlyn-doyle">https://www.crunchbase.com/person/kaitlyn-doyle</a>  | 1  | 1  |

|                                   |   |   |   |
|-----------------------------------|---|---|---|
| <b>Lakes,<br/>Midwestern US</b>   | <a href="https://www.linkedin.com/in/kaitlyn-howard-doyle-96b8b42b/">https://www.linkedin.com/in/kaitlyn-howard-doyle-96b8b42b/</a>   |   |   |
| <b>Gale Wilkinson<br/>Chicago</b> | <a href="https://gale.vc/">https://gale.vc/</a><br><a href="https://www.crunchbase.com/person/gale-bowman">https://www.crunchbase.com/person/gale-bowman</a><br><a href="https://www.linkedin.com/in/galevc/">https://www.linkedin.com/in/galevc/</a> | 1 | 3 |

### 7.7. TOP 25 FEMALE ANGEL INVESTORS

| Name   | URL (Web Site, Cruchbase URL, LinkedIn URL)  | No. of portfolio companies | No. of exits |
|--|--|----------------------------|--------------|
| Kirsten Green<br><b>San Francisco</b>                                    | <a href="https://www.forerunnerventures.com/">https://www.forerunnerventures.com/</a><br><a href="https://www.crunchbase.com/person/kirsten-green">https://www.crunchbase.com/person/kirsten-green</a><br><a href="https://www.linkedin.com/in/kirstengreen/">https://www.linkedin.com/in/kirstengreen/</a>  | 9                          | 1            |
| Ruchi Sanghvi<br><b>San Francisco</b>                                    | <a href="https://www.southparkcommons.com/">https://www.southparkcommons.com/</a><br><a href="https://www.crunchbase.com/person/ruchi-sanghvi">https://www.crunchbase.com/person/ruchi-sanghvi</a><br><a href="https://www.linkedin.com/in/rsanghvi/">https://www.linkedin.com/in/rsanghvi/</a>  | 29                         | 9            |
| Gale Wilkinson<br><b>Chicago</b>   | <a href="https://gale.vc/">https://gale.vc/</a><br><a href="https://www.crunchbase.com/person/gale-bowman">https://www.crunchbase.com/person/gale-bowman</a><br><a href="https://www.linkedin.com/in/galevc/">https://www.linkedin.com/in/galevc/</a>  | 1                          | 3            |
| Deborah Quazzo<br><b>San Francisco</b>                                   | <a href="https://gsv.ventures/">https://gsv.ventures/</a><br><a href="https://www.crunchbase.com/person/deborah-quazzo">https://www.crunchbase.com/person/deborah-quazzo</a><br><a href="https://www.linkedin.com/in/deborah-quazzo-1343554/">https://www.linkedin.com/in/deborah-quazzo-1343554/</a>  | 16                         | 3            |
| Ann Miura-Ko<br><b>Palo Alto, California</b>                             | <a href="https://www.floodgate.com/">https://www.floodgate.com/</a><br><a href="https://www.crunchbase.com/person/ann-miura-ko">https://www.crunchbase.com/person/ann-miura-ko</a><br><a href="https://www.linkedin.com/in/amiura/">https://www.linkedin.com/in/amiura/</a>  | 2                          | 16           |
| Kaitlyn Doyle<br><b>Greater Chicago Area, Great Lakes, Midwestern US</b> | <a href="https://technexus.com/">https://technexus.com/</a><br><a href="http://vitalizeventure.group/">http://vitalizeventure.group/</a><br><a href="https://www.crunchbase.com/person/kaitlyn-doyle">https://www.crunchbase.com/person/kaitlyn-doyle</a><br><a href="https://www.linkedin.com/in/kaitlyn-howard-doyle-96b8b42b/">https://www.linkedin.com/in/kaitlyn-howard-doyle-96b8b42b/</a> | 1                          | 1            |
| Aileen Lee<br><b>Palo Alto, California</b>                               | <a href="https://www.cowboy.vc/">https://www.cowboy.vc/</a><br><a href="https://www.crunchbase.com/person/aileen-lee">https://www.crunchbase.com/person/aileen-lee</a><br><a href="http://www.linkedin.com/in/aileenwlee">http://www.linkedin.com/in/aileenwlee</a>  | 2                          | 16           |



How to fund your Product/App/solution/service Ideas?

|   |   |    |    |
|---|---|----|----|
| Jesse Draper<br><b>Los Angeles</b>            | <a href="https://halogenvc.com/">https://halogenvc.com/</a><br><a href="https://www.crunchbase.com/person/jesse-draper">https://www.crunchbase.com/person/jesse-draper</a><br><a href="https://www.linkedin.com/in/jessedraper/">https://www.linkedin.com/in/jessedraper/</a>   | 9  | 1  |
| Victoria Grace<br><b>New York</b>             | <a href="https://colle.vc/">https://colle.vc/</a><br><a href="https://www.crunchbase.com/person/victoria-grace">https://www.crunchbase.com/person/victoria-grace</a><br><a href="https://www.linkedin.com/in/victoriakgrace/">https://www.linkedin.com/in/victoriakgrace/</a>   | 6  | 3  |
| Christina Brodbeck<br><b>Los Angeles</b>      | <a href="http://www.rivetventures.com/index.html">http://www.rivetventures.com/index.html</a><br><a href="https://www.crunchbase.com/person/christina-brodbeck">https://www.crunchbase.com/person/christina-brodbeck</a><br><a href="http://www.linkedin.com/in/christinabrodbeck">http://www.linkedin.com/in/christinabrodbeck</a> | 9  | 4  |
| Caterina Fake<br><b>San Francisco</b>         | <a href="https://caterina.net/">https://caterina.net/</a><br><a href="https://www.crunchbase.com/person/caterina-fake">https://www.crunchbase.com/person/caterina-fake</a><br><a href="http://www.linkedin.com/in/cefake">http://www.linkedin.com/in/cefake</a>   | 21 | 9  |
| Stephanie Palmeri<br><b>San Francisco</b>     | <a href="https://medium.com/@stephpalmeri">https://medium.com/@stephpalmeri</a><br><a href="https://www.crunchbase.com/person/steph-palmeri">https://www.crunchbase.com/person/steph-palmeri</a><br><a href="http://www.linkedin.com/in/stephpalmeri">http://www.linkedin.com/in/stephpalmeri</a>                                   | -  | -  |
| Marissa Mayer<br><b>Palo Alto, California</b> | <a href="https://sunshine.com/">https://sunshine.com/</a><br><a href="https://www.crunchbase.com/person/marissa-mayer">https://www.crunchbase.com/person/marissa-mayer</a>  | 22 | 8  |
| Shana Fisher<br><b>New York</b>               | <a href="https://www.crunchbase.com/person/shana-fisher">https://www.crunchbase.com/person/shana-fisher</a>   | 15 | 6  |
| Jillian Manus<br><b>San Francisco</b>         | <a href="https://structure.vc/">https://structure.vc/</a><br><a href="https://www.crunchbase.com/person/jillian-manus">https://www.crunchbase.com/person/jillian-manus</a><br><a href="https://www.linkedin.com/in/jillian-manus-19112a13">https://www.linkedin.com/in/jillian-manus-19112a13</a>                                   | 5  | 1  |
| Jennifer Lum<br><b>Boston</b>                 | <a href="https://www.biospring.com/jennifer-lum">https://www.biospring.com/jennifer-lum</a><br><a href="https://www.crunchbase.com/person/jennifer-lum">https://www.crunchbase.com/person/jennifer-lum</a><br><a href="https://www.linkedin.com/in/jenniferlum">https://www.linkedin.com/in/jenniferlum</a>                         | 12 | 4  |
| Melissa Krinzman<br><b>Miami</b>              | <a href="http://www.venturearchitects.com/">http://www.venturearchitects.com/</a><br><a href="https://www.crunchbase.com/person/melissa-krinzman">https://www.crunchbase.com/person/melissa-krinzman</a><br><a href="https://www.linkedin.com/in/melissa-krinzman-061289/">https://www.linkedin.com/in/melissa-krinzman-061289/</a> | 2  | 2  |
| Esther Dyson<br><b>New York</b>               | <a href="https://element3health.com/">https://element3health.com/</a><br><a href="https://www.crunchbase.com/person/esther-dyson">https://www.crunchbase.com/person/esther-dyson</a><br><a href="http://www.linkedin.com/in/estherdyson">http://www.linkedin.com/in/estherdyson</a>   | 92 | 27 |



|   |   |    |    |
|---|---|----|----|
| Ellen Levy<br><b>Menlo Park,<br/>California</b> | <a href="http://www.siliconvalleyconnect.com/">http://www.siliconvalleyconnect.com/</a><br><a href="https://www.crunchbase.com/person/ellen-levy">https://www.crunchbase.com/person/ellen-levy</a><br><a href="http://www.linkedin.com/in/ellenlevy">http://www.linkedin.com/in/ellenlevy</a>                             | 26 | 6  |
| Donna Harris<br><b>Washington,<br/>DC</b>       | <a href="http://www.buildersandbackers.com/">http://www.buildersandbackers.com/</a><br><a href="https://www.crunchbase.com/person/donna-harris">https://www.crunchbase.com/person/donna-harris</a><br><a href="http://www.linkedin.com/pub/donna-harris/4/737/a59">http://www.linkedin.com/pub/donna-harris/4/737/a59</a> | 5  | 2  |
| Chloe Sladden<br><b>San<br/>Francisco</b>       | <a href="https://www.honeycomb-labs.com/">https://www.honeycomb-labs.com/</a><br><a href="https://www.crunchbase.com/person/chloe-sladden">https://www.crunchbase.com/person/chloe-sladden</a><br><a href="https://www.linkedin.com/in/chloesladden">https://www.linkedin.com/in/chloesladden</a>                         | 17 | 2  |
| Joanne Wilson<br><b>New York</b>                | <a href="http://www.gothamgal.com/">http://www.gothamgal.com/</a><br><a href="https://www.crunchbase.com/person/joanne-wilson">https://www.crunchbase.com/person/joanne-wilson</a><br><a href="http://www.linkedin.com/pub/joanne-wilson/10/861/b08">http://www.linkedin.com/pub/joanne-wilson/10/861/b08</a>             | 54 | 9  |
| Sarah Imbach<br><b>Seattle</b>                  | <a href="https://www.23andme.com/en-int/">https://www.23andme.com/en-int/</a><br><a href="https://www.crunchbase.com/person/sarah-imbach">https://www.crunchbase.com/person/sarah-imbach</a><br><a href="http://www.linkedin.com/in/sarahimbach">http://www.linkedin.com/in/sarahimbach</a>                               | 16 | 2  |
| Lu Zhang<br><b>Palo Alto,<br/>California</b>    | <a href="https://www.fusionfund.com/">https://www.fusionfund.com/</a><br><a href="https://www.crunchbase.com/person/lu-zhang">https://www.crunchbase.com/person/lu-zhang</a><br><a href="https://www.linkedin.com/in/lu-zhang-49213428/">https://www.linkedin.com/in/lu-zhang-49213428/</a>                               | 1  | 10 |
| Susan Choe<br><b>San<br/>Francisco</b>          | <a href="https://www.katalyst.ventures/">https://www.katalyst.ventures/</a><br><a href="https://www.crunchbase.com/person/susan-choe">https://www.crunchbase.com/person/susan-choe</a><br><a href="https://www.linkedin.com/in/choesusan">https://www.linkedin.com/in/choesusan</a>                                       |    | 3  |

## 7.8. INCUBATORS

An accelerator program is also known as a business incubator, is a group of people or organizations that are dedicatedly helping aspiring startup businesses to smoothly take off. Generally, incubators are founded and funded by other companies that are providing opportunities to help newly established business startups to reach their full potential. Apart from funding, incubators offer space for companies to work in and even provide mentorship.

## 7.9. INCUBATORS TO HELP YOU

| Name                                | Location                                 | Web URL   | LinkedIn Profile URL  | CEO LinkedIn Profile URL  | Specialization   |
|-------------------------------------|--|---|---|---|--|
| Venture Catalysts                   | Investment service in Nagpur, India      | <a href="https://venturecatalysts.in/">https://venturecatalysts.in/</a>                                     | <a href="https://www.linkedin.com/company/vcatsindia/?originalSubdomain=in">https://www.linkedin.com/company/vcatsindia/?originalSubdomain=in</a> | <a href="https://www.linkedin.com/in/abhishekbhagat/">https://www.linkedin.com/in/abhishekbhagat/</a> | Venture Capital, Seed Investment, Angel Investment, Startups, and Mentorship   |
| Y-Combinator, USA                   | Mountain View, California, United States | <a href="https://www.ycombinator.com">https://www.ycombinator.com</a>                                       | <a href="https://www.linkedin.com/school/y-combinator/">https://www.linkedin.com/school/y-combinator/</a>   | <a href="https://www.linkedin.com/in/mwseibel">https://www.linkedin.com/in/mwseibel</a>               | Tech startups  |
| One Million by One Million (1Mby1M) | Menlo Park, CA 94025, United States      | <a href="https://1m1m.sramanamitra.com/">https://1m1m.sramanamitra.com/</a>                                 | <a href="https://www.linkedin.com/company/1mby1m/">https://www.linkedin.com/company/1mby1m/</a>   | <a href="https://www.linkedin.com/in/sramana">https://www.linkedin.com/in/sramana</a>                 | Online Entrepreneurship Incubation, Strategy Consulting For Entrepreneurs, Business Development, Investor Access, Media Relations, Entrepreneurship Education                |
| eFactory                            | Springfield, Missouri                    | <a href="http://efactory.missouristate.edu/">http://efactory.missouristate.edu/</a>                         | <a href="https://www.linkedin.com/company/efactorymsu/">https://www.linkedin.com/company/efactorymsu/</a>   | <a href="https://www.linkedin.com/in/analystdan/">https://www.linkedin.com/in/analystdan/</a>         | Entrepreneurship, Small Business, Technology, Innovation, Startups, Accelerator, Coworking, Business Consulting, and Corporate Innovation                                    |
| DreamIt Ventures                    | New York, NY                             | <a href="https://www.dreamit.com/#meaningful-experience">https://www.dreamit.com/#meaningful-experience</a> | <a href="https://www.linkedin.com/company/dreamit-ventures/">https://www.linkedin.com/company/dreamit-ventures/</a>                               | <a href="https://www.linkedin.com/in/kevineinger/">https://www.linkedin.com/in/kevineinger/</a>       | Startups, Venture Capital, Accelerator, Incubator, Mentorship, Investment, Healthcare, UrbanTech, cybersecurity, securetech, Healthtech, Digital Health, and Medical Devices |
| 500 Startups                        | San Francisco, California                | <a href="https://500.co/">https://500.co/</a>   | <a href="https://www.linkedin.com/company/500-startups/">https://www.linkedin.com/company/500-startups/</a>                                       | <a href="https://www.linkedin.com/in/davemcc lure">https://www.linkedin.com/in/davemcc lure</a>       | Startups, entrepreneurship, Venture Capital, Seed Accelerator, Startup Accelerator, Global Venture Capital, Innovation, Seed Program, and Global Startup Ecosystems          |
| Amplify LA                          | Los Angeles, California                  | <a href="http://amplify.la/">http://amplify.la/</a>   | <a href="https://www.linkedin.com/company/amplify-la/">https://www.linkedin.com/company/amplify-la/</a>   | <a href="https://www.linkedin.com/in/paulbricault/">https://www.linkedin.com/in/paulbricault/</a>     | Startups, Entrepreneurship, Angel Investing, Venture Investing, Mentorship, Venture Capital, Los   |

|        |                       |   |   |   |   |
|--------|-----------------------|---|---|---|---|
|        |                       |   |   |   | Angeles, Pre-Seed, and Series Seed  |
| Startx | Palo Alto, California | <a href="https://startx.com/accelerator">https://startx.com/accelerator</a> | <a href="https://www.linkedin.com/company/startx-/">https://www.linkedin.com/company/startx-/</a> | <a href="https://www.linkedin.com/in/cameroniteitman">https://www.linkedin.com/in/cameroniteitman</a> | Community, Education, Resources, Mentorship, Accelerator, Incubator, and Stanford |

## 7.10. ELSE

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Apart from the above-mentioned types of funding, there are some other important funding options that you can also consider depending on your project type.

- ✓ **Share Capital:** A Share Capital is the first most common type in which a company raises a certain amount of capital from their shareholders and in exchange for the investment they will receive a share of the profits through a dividend.
- ✓ **Bank Loans:** For many startups, bank loans are a popular source of funding. The funding process is relatively quick if you qualify otherwise, you will be required to go through a lot of documentation, which can be tiring and time-consuming. be repaid entirely from project cash flow, not from your general assets or creditworthiness.

## 8. VIDEO MAKING TOOL

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Kindly note that we are offering video creation services to our clients in our investment development campaign for their product/service unique ideas. We will provide all the relevant detail that will be needed for you to understand our direction and how this new marketing technique will help you to enhance your brand voice across the investors to raise funds for your products. Kindly see the details below and share your feedback.

### YouTube/video creation

We are offering to create a specific product-related video for our clients. We have made some videos for our product which we are posted on our official YouTube channel to enhance our product reach and information to respective customers. We have already purchased a one-year paid subscription to an online video editing/making tool.

## 8.1. SOFTWARE/TOOL

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Wave.video is a web-based software that easily creates multiple videos for social media, emails, websites, and blogs with just one tool. We can directly download and publish videos on various social media platforms with our paid subscription. Currently, we have purchased its one-year subscription and created some videos of our product.

Check their website at <https://wave.video/main>



For your reference, I am sending some sample video links below.

- ✓ EdConvergence: <https://www.youtube.com/watch?v=UzwwUKoXPFs>
- ✓ PsycheConvergence : <https://www.youtube.com/watch?v=TK9XeV2uSrk>
- ✓ Dynamic 365 : <https://youtu.be/P8P60BoW0G8>
- ✓ Power Platform: <https://www.youtube.com/watch?v=FUoK6jif-dM>
- ✓ Custom Connectors: <https://www.youtube.com/watch?v=xHvE4Gu0mQs>

Our strategy is to at first create a video for a product or service describing its core features and all related information. We try to portray the growth strategy of the company which entices the investors to invest in unique product/service/solution/app idea. After undergoing multiple revisions with mutual discussion a video is finalized and ready to publish on the YouTube channel or Website as per need.

The steps that we follow Video Creation are:

- ✓ Select a template similar to the overall company's branding and product-specific
  - Mono Color
  - Corporate looking
  - Product related
  - Subtle background music
  - Duration 3 to 5 mins maximum
- ✓ Prepare video content
- ✓ Insert content in the video
- ✓ Download/Publish the video

## 9. PRESENTATION MAKING TOOL

Alongside the videos of the products or services, we have to create a presentation for each one product/service/solution/app that is used in the investment business development campaign. We must prepare a pitch deck presentation that will be used in our campaign to attract investors. Please note that this pitch deck is the 1<sup>st</sup> brand material that we share with the potential investor so

we can initiate a progressive discussion with them. Therefore, we strive to make it the best to put an everlasting impression on investors' minds.

### 9.1. SOFTWARE/TOOL

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We have created multiple similar types of presentations for our company and our clients as well. Cognitive Convergence has purchased the membership of [https://www.slidemembers.com/en\\_US/](https://www.slidemembers.com/en_US/), which offers thousands of attention-grabbing pitch deck templates to its members. Currently, we have purchased its one-year subscription and created some professional presentations of our product.



Our strategy is to at first create a customized presentation for a product or service describing its core features and all related information so that investors can clearly see what they are going to deal with. We try to present a growth strategy of the relevant product that helps to capture the interest of the investors in a short time. After undergoing multiple revisions with mutual discussion a presentation is finalized and ready to publish on the LinkedIn profile or Website as per need.

The steps that we follow Video Creation are:

- ✓ Select a template similar to the overall company's branding and product-specific
  - Mono Color
  - Corporate looking
  - Product related
  - Subtle background music
  - Slides can be up to 12 or more as per requirement
- ✓ Outline the slide names
- ✓ Prepare content
- ✓ Insert content in the slides
- ✓ Publish the presentation

## 10. CUSTOMIZED CONTENT-CASE STUDY, WHITE PAPERS, EMAIL CONTENT- CREATION SERVICES/PRODUCT/SOLUTION FOR FUNDRAISING

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A case study is the most suitable way for a company to demonstrate the success that they have already had with their previous and existing clients. When you create a case study, you are ensuring your capabilities against a specific work domain. You demonstrate how other clients have used your expertise in product or service to reach their business goals. Although case study documents highly impact the customers, they are a bit hectic to create. To save you from such troubles, Cognitive Convergence offers our services to create customized content for case study/white papers for our clients. Having over 20+ years of experience in the tech industry, we have a full grip on the latest technologies that are currently revolving in the industry. We work on the technique of research and development to explore advancements that are currently happening in the market as well as in the industry.

Our strategy is to create content that is:

- ✓ Unique and product-specific
- ✓ Made as per the reader/customer
  - Developers' guide
  - General case study (50% tech + 50% business)
  - Business case study

## 11. BUSINESS DEVELOPMENT CAMPAIGN VIA LINKEDIN

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Businesses require both formal and informal communication. Although email is the most commonly used technique for formal communication, other platforms are also getting recognized in the market for effective informal communication. LinkedIn is known to be the world's largest networking platform for professionals. It offers several useful resources to its users. Our strategic investment campaign is the alignment of business development processes and procedures with the strategic business goals of our clients' companies. Our goal is to identify and acquire ideal investors for your highest quality products/apps/solution using brand promising results shortly that you can deliver upon to end-users. We are quite aware that deciding targets to achieve and strategies to employ in the development of business is of high stakes. Our well-defined strategy will be well implemented that can drive high levels of growth and profitability. Our campaign consists of the following phases:

- ✓ PHASE 1: Profile management
  - Profile management
    - Analyze and review user's profile
    - Update more relevant content and pictures
  - Showcase page creation
    - Create showcase page for

- Company
  - Products
  - Services
- ✓ PHASE 2: Content creation and approval
  - Create content to update profile and showcase page
    - Keywords identification that will be used in the campaign
      - Specific location
    - Specialty and Hashtags words
    - Message Scripts that will be used in the campaign
    - Follow-up message and email
- ✓ PHASE 3: Execution of the campaign
  - Use a keyword to be used while looking for potential clients
  - The technique of finding useful prospects to follow was to
    - Look only for customers
    - Avoid consulting companies or software developers
    - Not a sales person of any company
    - A person who is not selling similar products like ours
    - Include analysts, specialists, or other workers in the same field
    - Sent customized invite message as per searched candidate
    - Company headcount - Self Employed
  - OR
  - Seniority level
    - Owner
    - Partner
    - CXO
    - VP
    - Director
    - Manager
    - Not first generation migrated to the USA
  - Send 10-20 leads on daily basis to target clients
  - Maintain Excel files to list down candidates to whom we have sent connection request each month
  - Maintain CRM file to record data/information of the leads who have accepted our connection requests
  - A detailed weekly status report to show the progress of the campaign
    - What has been down in the week
    - What were the showstoppers
    - What are our targets for the next week

### 11.1. CONTENT CREATION AND MANAGEMENT

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Our previous work with our clients includes the creation of the following documents;

- ✓ Created improved content for the LinkedIn Profile of the relevant person

- ✓ Created improved content for the LinkedIn Profile of the Company
- ✓ Created a showcase page for products
- ✓ Created a showcase page for services
- ✓ Created a content document for Hashtags for LinkedIn Profiles of
  - Company
  - Showcase pages
- Created a detailed content document for “Specialties words” to be used in LinkedIn profiles of the
  - Client
  - Company
  - Showcase pages of products
  - Showcase pages of services
- Created a content document for relevant targeted keywords for searching for potential candidates for our business development campaign
- Regularly publishing the post on the LinkedIn profile of
  - Professional profile
  - Company
  - Showcase pages

## 11.2. TECHNIQUES THAT WE WILL USE TO GET A BETTER RESPONSE ON LINKEDIN

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We will be following the below-mentioned tips to get a better response from our targeted connections on LinkedIn:

- ✓ Brief subject line to capture their interest.
- ✓ Mention their achievements as a reference.
- ✓ Send a follow-up message to them.
- ✓ Adding a few personal contents in the message body to develop a sense of familiarity.
- ✓ Share a common interest to strike with them on common ground.
- ✓ Set a planner with milestones to ensure our goals are met on time.
- ✓ Add presentation of our products using SlideShare; a LinkedIn built-in tool.
- ✓ Keep a continuous check at the “People Also Viewed” Sidebar
- ✓ Regularly updating the jobs to scan for updates and
- ✓ reach out to new connections
- ✓ Keep a close eye on your competitors and see their
- ✓ Profiles to analyze their networks
- ✓ Scroll and explore skill endorsements
- ✓ Use the Alumni Search filter to see a list of people that share a common background with us



- ✓ Have a regular check on who have commented on the posts of your prospects
- ✓ Users who have interacted with your posts, we will browse them and explore their needs
- ✓ We will be following the Boolean search technique to get more refined connection searches
- ✓ We will be creating a search alert for our target clients to get us to notified of any news or updates that will be beneficial for us in the campaign.

## 12. BUSINESS DEVELOPMENT CAMPAIGN VIA CRUNCHBASE

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A successful business development campaign can help any company establish and maintain fruitful relationships with potential leads to surge their learning about your product and increase brand awareness while continuously seeking new opportunities to promote growth.

Startups can find it a bit difficult to expand their business processes due to a lack of capital. To help them take a good initiative is to get investments. There are numerous investors available in multiple industries that are looking for a unique product idea to share their investment in. Several online platforms help to get both investor and entrepreneurs that are looking for investments. Crunchbase is one of the most trustable and open databases of businesses. Many well-known investors have their account created on it and they are contacting with investee to make their investment.

Our target for the business development campaign done via CrunchBase is to target potential investors. We plan a well-defined strategy that is well implemented to drive high levels of growth and profitability. Our campaign consists of the following phases:

- ✓ PHASE 1: Profile management
  - Create, analyze, and review user's profile
  - Create and update more relevant content and pictures
  - Create a profile page for your business
    - Add relevant details such as industry, address, employee size, founding date, etc.
- ✓ PHASE 2: Content creation and approval
  - Create content to update profile and company page
  - Keywords identification that will be used in the campaign to look for potential investors
  - Specialty and Hashtags words
  - Message Scripts that will be used in the campaign
  - Follow-up message and email
- ✓ PHASE 3: Execution of the campaign
  - Use a keyword to be used while looking for potential investors
  - Techniques of finding useful prospects to follow were to
    - Look only for investors

- Avoid similar consulting companies or software developers
- Not a sales person of any company
- Sent customized invite message as per searched candidate
- Identify 10-20 investment on daily basis to target potential investor
- Search the identified investors on LinkedIn to pitch them with your product idea
- Maintain Excel files to list down candidates to whom we have sent connection request on LinkedIn each month
- Maintain CRM file to record data/information of the leads who have accepted our connection requests on LinkedIn
- A detailed weekly status report to show the progress of the campaign
  - What has been down in the week
  - What were the showstoppers
  - What are our targets for the next week

## 13. VERTICAL SECTOR FOR INVESTMENT DEVELOPMENT CAMPAIGN TARGET COMPANIES

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Having a thorough business plan and comprehensive market understanding for any business can enter or expand to enjoy instant success.

Our vertical sectors for a business development campaign are:

### 13.1. AI/ML

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We help tech companies in AI/ML domain to find the right customers using specially planned and executed investment development campaigns. We help tech companies in AI/ML domain to find rights investors using LinkedIn and Crunchbase platforms.

### 13.2. CRYPTO/BLOCKCHAIN

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We assist Crypto/Blockchain companies to find rights investors using our investment development campaign. Our experts help organizations identify and seize the potential of the potent and versatile emerging technology of crypto/blockchain using investment drive campaign.

### 13.3. AR/VR/MR

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We are helping companies that offer Augmented reality (AR), virtual reality (VR), and mixed reality (MR) technologies to interact with their the audience using our customized investment campaign. We run and manage campaigns that help to identify investors that are interested in AR/VR/MR services.

#### 13.4. EDTECH

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Technology is an integral part of the educational institutes whether to improve learning guidelines, meet parent expectations/demands, or run institute efficiently. Our investment campaign will focus to reach investors to expand edtech in the industry.

#### 13.5. PSYCHETECH

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Our investment campaign via LinkedIn and Crunchbase is specifically organized to target psychologists, medical health workers, psychiatrists, and social workers to get their hands on advanced-level psychetech solutions.

#### 13.6. FINTECH

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To transform the financial services sector, FinTech innovation continues to lead the industry. To fuel market growth and leadership for the clients, our consultants plan and organize customized investment-driven campaigns that assess financial institutes/organizations within the market to build awareness of a business by demonstrating their powerful solutions among stakeholders.

#### 13.7. PROPTECH

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Proptech has evolved in the real estate industry. Our LinkedIn investment campaigns for Proptech are focused and customized as per the industry's needs. Instead of randomly targeting the clients, our campaign is targeting a niche for more productive results.

### 14. CONCLUSION

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In this document, we have described how any tech start-up can reach for investments. We have discussed different types of investments that you can choose from. We have also discussed various methods by which any company/organization can raise funds for their projects. We have provided a list of 100 top investors, 25 female investors, and incubators that you can look for. We have also described how Cognitive Convergence will help you in reaching investors using our specialized investor campaign done via LinkedIn and Crunchbase.

## 15. CONTACT US

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