

*Founders Advice*

**WHAT ARE  
SOME OF  
YOUR KEY  
FUNDRAISING  
TIPS?**

Sourabh Gupta, Co-Founder, Vernacular.ai



 Vernacular.ai

Start the process with all investors simultaneously.

This ensures you can close the process with every investor after you get your first offer.

Find soft connections to  
investors.

Nothing compares to  
connects via portfolio  
founders.

Learn the art of  
storytelling.

Every slide should tell a  
story, more so the ones  
with data.

The best time to raise is  
when you don't need  
money.

Don't change your pitch  
to what the VC wants to  
hear.

Don't lose hope if you get a few negative responses.

You only need 1 investor to believe in you and that could be the last one you reach out to.

Don't think that money  
will solve all the problems.