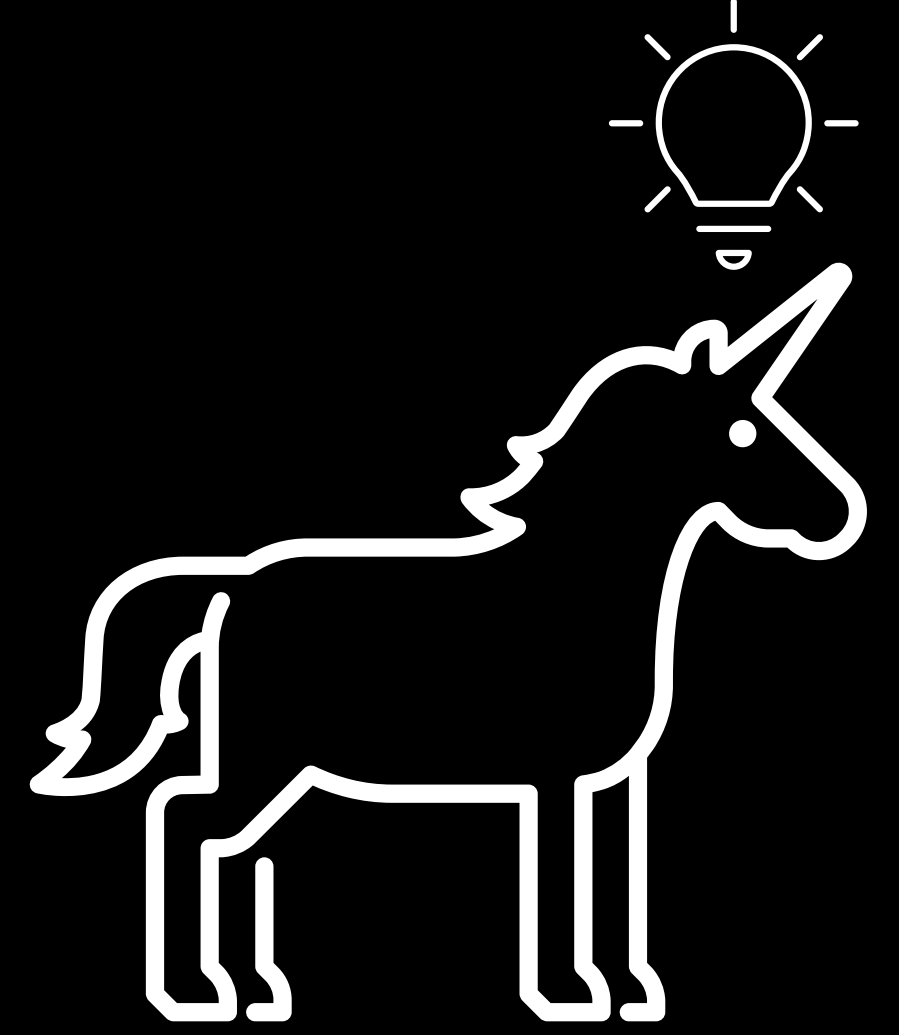




From idea to Unicorn

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How to become a unicorn company? How to raise funds?
How can you embody your idea in a best way?



Stages of the startup funding:

Sources of funding the pre-seed stage:
 ✓ Founder and co-founders
 ✓ Family and Friends

Sources that can provide financial help:
 ✓ Family and Friends
 ✓ Angel Investors and Business Incubators
 ✓ Micro venture capitals funds

Money can come from:
 ✓ Venture capital companies
 ✓ Super Angel investors
 ✓ Business Accelerators

Sources of funding:
 ✓ Venture Capital
 ✓ Specific late-stage VCs

Sources of funding:
 ✓ Late stage VCs
 ✓ Private equity companies
 ✓ Hedge funds and Banks

- **The pre-seed stage**
It's not about investment, rather about bootstrapping. This stage founders deal with idea validation. Valuation ranges from **\$10 000 to \$100 000**.
- **Seed stage**
Now valuation ranges from **\$3 000 000 to \$6 000 000**. Investors are needful to buildup scalable business processes and notice a product or market fit.
- **Series A**
The first stage of capital investments. Now your startup should have a predictable business model with a stable customer base. It's not about innovative ideas. Valuation is now about **\$10 000 000 to \$30 000 000**.
- **Series B**
Next of venture capital investments. Market valuation now is about **\$30 000 000 to \$60 000 000**. Continues the ideology of stage A.
- **Series C**
A rapid market acquisition. Investments aim to speed up the market expansion for your product more than previously.
- **Initial Public Offering (IPO)**
Entering the market by selling corporate shares for the first time. The majority of the unicorns startups have already IPO'd or at least considered this step.

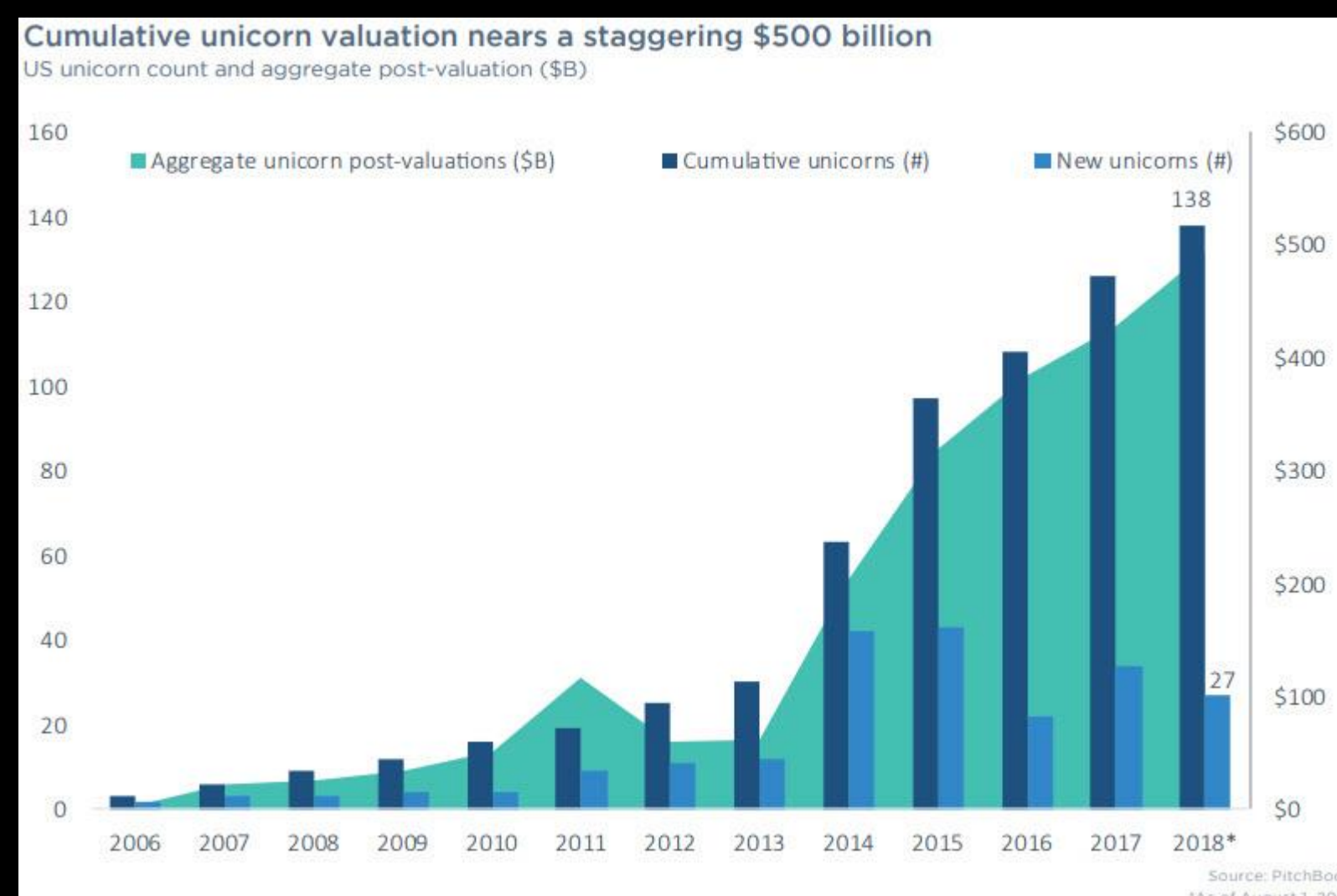
29% of startups fail because of a lack of money at the seed stage.

Follow the **30-10-2 rule** to make sure you'll attract a good investment. It says that you should find **30** investors who are interested in your idea. **10** of them would like to invest, and **2** of them will eventually invest.

420 unicorns are recognized as market leaders

Tips that can help you:

- **Product evolution** - if it's necessary, try to change strategic direction, when market condition change.
- **Know your weaknesses** - when you understand your imperfections, you know how to deal with them.
- **Be customer-centered** - start with focusing on the particular customer portrait before reaching a "one-size-fits-all" stage



Conclusion:

- If you raise a unicorn startup you contribute to creation of a new startup-oriented economy.
- The person who comes up with an idea should be enterprising, smart, persistent in achieving goals and hard-working.
- Rapid growth is the key to your first billion.
- Currently there are a lot of ideas but if you want these to become successful you need to work hard.