

	Fundraising Coaching	Traction Coaching	Ops & Sales Coaching
<b>What is it?</b>	<ul style="list-style-type: none"> <li>1:1 bi-weekly 50-min coaching sessions</li> <li>Best if only for the cofounder who is raising</li> </ul> <ol style="list-style-type: none"> <li>Preparation</li> <li>Prospecting</li> <li>Pipeline</li> <li>Payoff</li> </ol>	<ul style="list-style-type: none"> <li>1:1 bi-weekly 50-min coaching sessions</li> <li>Can include 1 other co-founder for extra fee</li> <li>2-week sprints to drive growth</li> <li>Accountability partner to hit key metrics</li> <li>Preparation for full fundraising round</li> </ul>	<ul style="list-style-type: none"> <li>1:1 bi-weekly 50-min coaching sessions</li> <li>Can include co-founder(s) for extra fee(s)</li> <li>Focus areas tend to include: team composition &amp; expansion, managing your team, measuring your success, maximizing your success, growth toward next targets / fundraising round, etc.</li> </ul>
<b>Who is it for?</b>	<ul style="list-style-type: none"> <li>Pre-seed &amp; Seed</li> <li>Pre-seed &amp; Seed</li> <li>Founders raising \$1M-\$5M USD especially from Bay Area VCs</li> <li>Have raised min. \$500k USD before</li> <li>Still have &gt;4 months of runway left</li> <li>Have some idea about first target market with clear traction and some level of predictable, consistent growth</li> </ul>	<ul style="list-style-type: none"> <li>Founders looking to raise a pre-seed or seed within the next 6-8 months</li> <li>Have raised min. \$500k USD before</li> <li>Still have &gt;6 months of runway left</li> <li>Have an MVP (ok even if unscalable human-based MVP)</li> <li>Have some hypotheses about first target market that need to be tested</li> </ul>	<ul style="list-style-type: none"> <li>At a clear inflection point in the business: growing headcount, growing sales, just closed a fundraising round</li> <li>Have raised min. \$2M USD before</li> <li>Usually Seed or Series A funded founders</li> <li>Founders looking for a trusted, knowledgeable, and experienced advisor for all the sensitive topics you aren't ready to go to your investors about yet</li> </ul>
<b>How do I get started?</b>	<ul style="list-style-type: none"> <li>Book an intro call here to discuss your needs, pricing, and fit.</li> <li>Apply to Fundraising Bootcamp</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Book an intro call here to discuss your needs, pricing, and fit.</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Book an intro call here to discuss your needs, pricing, and fit.</a></li> </ul>
<b>Why?</b>	<ul style="list-style-type: none"> <li>Fundraising is hard, especially right now. There are certain processes &amp; systems you can use to speed up your process and keep it streamlined. Having a trusted, knowledgeable, experienced advisor to be a sounding board along the way can be hugely helpful. Will get into the details of everything: from language in emails to content in supplementary documents, and more.</li> </ul>	<ul style="list-style-type: none"> <li>Because you cannot fundraise until you have solid traction, especially in these times. This area of focus came about from founders who originally wanted fundraising coaching, but Melissa felt that they needed to strengthen their traction first. Having a trusted, knowledgeable, experienced advisor to prioritize your KPIs will keep you focussed on what actually moves the needle. Melissa is also an accountability partner to ensure everything you do is in service of these metrics.</li> </ul>	<ul style="list-style-type: none"> <li>This is for founders who've had some success with traction &amp; fundraising, and now need to step-up their executive leadership game. You bring your most pressing and sensitive issues to Melissa for confidential, savvy advice. Melissa will help you think through your biggest challenges and come up with a plan on how to disseminate that information to relevant stakeholders (aka tell your investors in the right way at the right time). Often includes: sales funnel analysis, sales funnel optimization, calendar audit, team performance metrics, managing rapidly growing teams, executive presence, leadership growth, etc.</li> </ul>