

<CRACK THE FUNDING CODE/>

YOUR PATH TO FUNDING YOUR COMPANY



Our Team



JUDY ROBINETT

SPEAKER | AUTHOR | INVESTOR

[WEBSITE](#) - [LINKEDIN](#)

Judy Robinett is the author of *How to Be a Power Connector: The 5+50+150 Rule* (McGraw-Hill, May 2014), a book that provides instant, effective strategies for meeting the people you need to know and bonding with them fast to further your goals and theirs. Robinett is a business thought leader who is known as “the woman with the titanium digital Rolodex.” She has been profiled in *Fast Company*, *Forbes*, *Venture Beat*, *Huffington Post*, and *Bloomberg Businessweek* as a sterling example of the new breed of “super connectors” who use their experience and networks to accelerate growth and enhance profitability.

In her more than 30 years of experience as an entrepreneur and corporate leader, Robinett has served as the CEO of both public and private companies and in management positions at Fortune 500 companies. She has been on the advisory boards of *Illuminate Ventures*, an early-stage venture capital firm based in Menlo Park, California; *Pereg Ventures*, a venture capital firm based in New York; *Springboard Enterprises* based in Washington, DC; and *Women Innovate Mobile (WIM)* accelerators based in New York.

She was a managing director of *Golden Seeds Angel Network* (the third most active angel investment group and one of the largest in the U.S.); the CEO of publicly traded *Medical Discoveries*; and she served on the faculty of *Goldman Sachs's 10,000 Small Businesses* program.

She was a member of the Department of Commerce team that defined performance criteria for the *Malcolm Baldrige National Quality Award* for Performance Excellence in Healthcare, for which she received an award from President Bill Clinton.



JOHN LIVESAY

HOST OF THE SUCCESSFUL PITCH | FUNDING STRATEGIST

[WEBSITE](#) - [LINKEDIN](#)

As a funding strategist, John Livesay helps CEOs craft a compelling pitch that engages investors in a way that inspires them to join a startup's team. He hosts *The Successful Pitch* podcast with investors from around the world. He is the Pitch Mentor at *Startfast.net*, the number one accelerator in Upstate New York. After a successful 20 year career in media sales with *Conde Nast* where he worked across all 22 brands in their corporate division [*GQ*, *Vanity Fair*, *Wired*, *W* and *Vogue*] and created integrated programs for clients such as *Lexus*, *Hyundai* and *Guess*, John won salesperson of the year in 2012 across the entire company. John's book, *The 7 Most Powerful Selling Secrets* and has been translated into Spanish and Russian.



DEE BURGESS

INVESTOR | ADVISOR | OPERATIONS

[WEBSITE](#) - [LINKEDIN](#)

Dee Burgess is a financial guru when it comes to startups. She was the first Controller/Accountant for *Skullcandy* which went on to have a IPO with a market cap of \$550 million. She has extensive experience in the pharmaceutical world including being the controller for *Supergen* which went on to buy *Montigen* for \$18M. Her expertise includes biotech, retail and medical companies. Knowing what is needed for SEC reporting requirements and accounting functions as well as inventory controls, Dee handles it all with passion and focus. She has advised over 40 different companies on strategy and operations so that they are qualified to receive funding. From turning around a company to growing revenues exponentially, Dee has the skills and expertise to get startups founders at the top of their game to know their numbers when they pitch investors.

SCHEDULE YOUR FREE STRATEGY SESSION TO FIND OUT HOW TO GET FUNDED FAST

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Judy Robinett's Top 3 Questions To Be A Power Connector

1. How can I _____ you?
2. What _____ do you have for me?
3. Who else do you _____ I should talk to?

Pitching

1. People remember your _____ not your numbers?
2. The more you show you understand the _____, the more investors think you have the _____.
3. Why you and why _____?





3 Reasons Investors Say No

1. Founder is not _____.
2. No confidence you can find a _____.
3. No _____ strategy for an _____.

Milestones

If you have these 3, everything else can be fixed with your management team and advisory board.

1. Your first _____ money.
2. Your first _____ product.
3. Your first _____ customer





Biggest Mistakes

Not having a concise and compelling answer to:

1. Who do you _____ and what _____ do you solve?
2. If we only get X% of the _____ we will make a lot of money.
3. Our idea is so confidential, please sign a _____.

Questions Investors Ask Themselves When You Pitch

1. Do I like and _____ you.
2. Do you know your _____.
3. Are you the right person to _____ this idea.
4. Do you have traction? Traction can be revenue, a contract or _____.



We're Going to Help You...



LEARN HOW TO GET FUNDED FAST.



QUIT WORRYING ABOUT HOW YOU ARE GOING TO PAY FOR THE INVENTORY YOU NEED NOW



FINALLY GET THE FUNDING YOU NEED TO GROW YOUR COMPANY TO THE NEXT LEVEL



TO FINALLY GET IN FRONT OF A REAL INVESTOR WHO CAN HELP GET YOUR PRODUCT TO THE MARKET

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