




smartgatevc

YOUR GATE TO SMART GROWTH

We back hero teams:
capable, unstoppable, unbreakable





www.smartgate.vc



Liana Karapetyan
Associate @ SmartGateVC
Director @ Hero House Angels



- 
- California and Armenia based **Pre-seed and Seed** VC fund backed by Tim Draper, One Way Ventures, and others.
 - Focus on **AI/ML**: Infrastructure, cloud, security, computational biotech, healthcare
 - Invested in **27 companies**.
- 

FUND I PORTFOLIO



CUSTOMERS & PARTNERS



CO-INVESTORS & FOLLOW-ON INVESTORS



RTP Global

468 Capital



true ventures



upfront VENTURES



Fathom.
Backing Deep Innovation

Berkeley SKYDECK

PLUGANDPLAY

ONE WAY VENTURES



Base10

Baidu.ventures
百度风投



WHAT WE DO

→ Help to transform solid science into a solid venture

→ Guide entrepreneurial scientists to become more business-oriented

→ Match cutting-edge research with CEOs

→ Leverage Armenia as a home ground for R&D

CAPITAL

SmartGateVC

- Pre-seed and Seed
Investments

Hero House Angels

- 80+ member network

Fundraising support

VENTURE BUILDING

Startup Programs

Hands-on Involvement in
Venture Building

Match with a CEO

Hero House Network

Team Building (R&D setup)

Back-office Support

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HERO HOUSE NETWORK

- Technology and entrepreneurship
- Hosting **~50 companies** / year
- **Community** / scientists, engineers, business professionals
- **Startup programs**
- **Events**



SOLID TECHNOLOGY NOT ALWAYS MEANS **SOLID COMPANY**

Team formation

Business model

Product
development

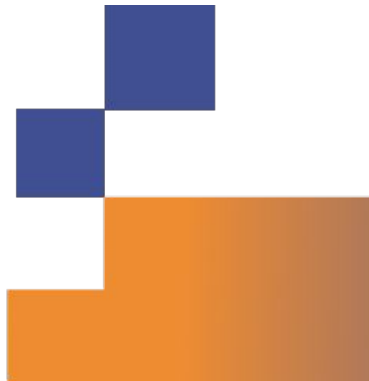
Market entry

Growth hacking

SCIENCE-BASED STARTUPS

COMMON CHARACTERISTICS

- Capital intensity
 - Access to government grants
- Intellectual property protection / licensing
- Regulations
- High scientific risk
- Need for industry-specific investors



KEY ASPECTS OF COMMERCIALIZATION

- Exploring the methods
- Determining how the technology will reach the market
- Doing market research before starting
- Becoming or not becoming the CEO
- Choosing advisors and board of directors
- Developing the exit strategy early on



RAISING VC MONEY

Why raise money?

How much money to raise?

When to raise money?

From whom to raise?

FUNDRAISING TIPS

Early relationship-building

Building momentum

Rolling out

Thank You!

Any questions?

Let's connect!



LOOKING FOR YOUR NEXT JOB? CHECK OUT OPPORTUNITIES IN OUR COMPANIES!

- [CloudChipr](#) is hiring a Sales Development Representative and Content Marketing Specialist both experienced in B2B SaaS technical products. Share your resume if interested.
- [Krisp](#) is hiring a Senior Data Engineer, Senior Full-stack Engineer, and Growth Marketing Manager. Apply [here](#).
- [Zerobroker](#) is hiring across different roles. [Check them out](#).
- [Robin the Robot by Expper Technologies](#) is hiring across different roles. Check them out [here](#).
- [Britive](#) is hiring for various technical and sales roles. Apply [here](#).
- [Activeloop](#) is hiring across different developer jobs. More [here](#).
- [Podcastle](#) is hiring across engineering, design, and customer experience. Check out the available positions [here](#).
- [Grovf](#) is hiring across a variety of developer jobs. Apply [here](#).

HOW VENTURE CAPITALISTS **EVALUATE STARTUPS**

- Pitch
- Follow-on meeting
- Due diligence
- Long and trustful relationship

HOW TO RAISE FUNDS FROM VENTURE CAPITAL

FIND THE RIGHT VC	CONNECT
<ul style="list-style-type: none">→ Stage→ Industry Focus, Sweet Spot→ Geography→ Value-add→ References	<ul style="list-style-type: none">→ Warm intro→ Cold reach - out

Timing is Important: Allow enough time for fundraising and allow post-fundraising time for work.

INVESTMENT PITCH DECK

FORMAT	MUST HAVES
<ul style="list-style-type: none">→ 10 - 20 slides→ Pitch deck: Less text→ Investor deck: more explanatory	<ul style="list-style-type: none">→ Problem (opportunity) and Solution (uniqueness)→ Business Model→ Market and Competition→ Why Now→ GTM and Vision→ Team→ Traction and Milestones→ Fundraising and Use of Funds
PURPOSE	
<ul style="list-style-type: none">→ Get a longer meeting→ Present from a stage <i>(Demo Days, Competitions, etc.)</i>	

Templates for Reference: YC, 500 startups, Guy Kawasaki, Sequoia Capital, NextView Ventures, AirBnB investor pitch deck

PITCH DECK

SLIDES	CONTENT
Title Slide	Company name, logo, one-liner
Problem / Opportunity	what's wrong with the current world = opportunity impact on people / businesses
Solution / Value Proposition	what you do, simple, clear, concise, show the benefits of your product, what's the underlying magic
Market	How big is it now? How big will this get?
Business Model	How are you making money?
Competition	Why are you 10x better than them?
Traction and Milestones	What are your Steps 1, 2, 3? (GTM Strategy)
Vision	How will you become gigantic? How gigantic?
Team	Why you are the people who will make a unicorn out of this? (Founders, NOT Advisors)
Fundraising	How much have you already raised? How much is needed now? To get where?

PITCH DECK TEMPLATES

	YC	500 startups	Guy Kawasaki	Sequoia	NWV	AirBnB
Slides	9	11	10	11	14	13
Executive Summary					X	
Problem / Opportunity	X	X	X	X	X	X
Solution / Value Proposition	X	X	X	X	X	X
Why Now?				X	X	X
Market Size	X	X		X		X
Business Model		X	X	X	X	X
Underlying Magic		X	X		X	
Competition	X	X	X	X	X	X
Competitive Advantage		X				X

PITCH DECK TEMPLATES

	YC	500 startups	Guy Kawasaki	Sequoia	NWV	AirBnB
Slides	9	11	10	11	14	13
Marketing Plan / Go-to-Market		X			X	X
Team	X	X	X	X	X	X
Board / Advisers				X	X	
Traction / Milestones	X	X	X		X	
Vision	X					
Press / User Testimonials					X	X
Fundraising		X	X	X	X	X
Financial / Use of Funds	X		X	X	X	