



**MEH TO EUREKA!!  
CRAFTING A WINNING VALUE  
PROPOSITION THAT MAGNETIZES  
FUNDERS**

Based on the successes and failures of a startup survivor!

**DANIEL MUKISA**

CEO RIDELINK



Good morning everyone,

**IAM DANIEL,**  
**CEO & Co-founder of Ridelink,**

The B2B platform powering product logistics for businesses of all sizes across East Africa.





# STORY TELLING

I am here today to share my personal experiences while navigating this fundraising journey and put together a couple of thoughts forward.

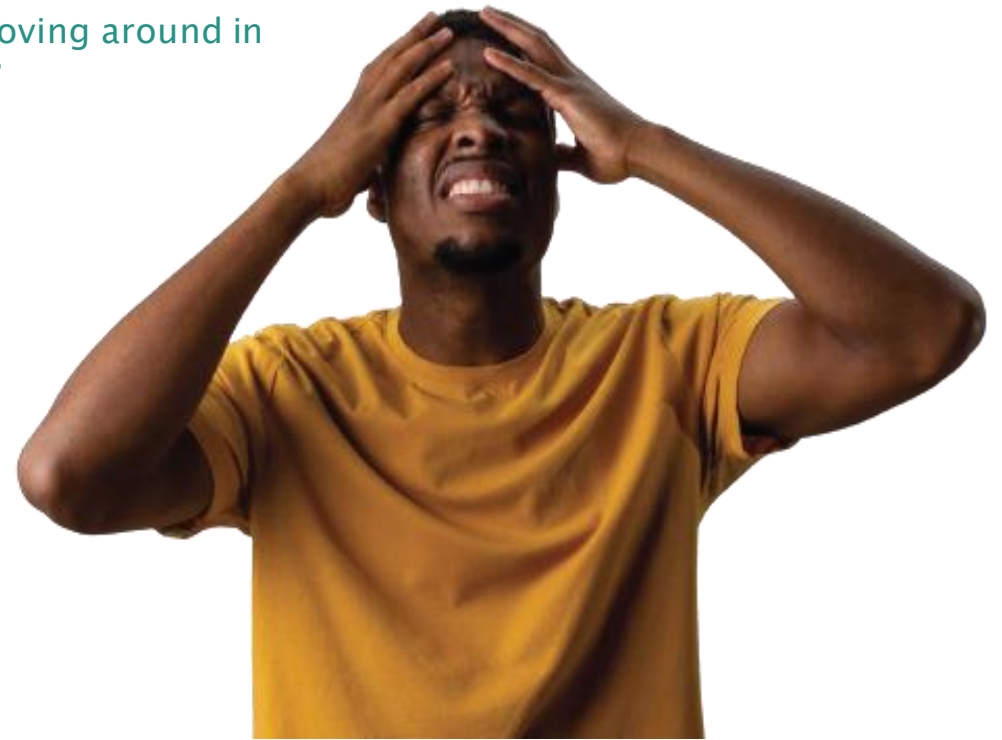
In 2021, after pivoting for the 2nd time, we set out to raise a pre-seed and one of the angels we applied to was ABH. We lost terribly. We went all the way to Top 20 missing only to miss out at the very end. We missed a whopping 150k\$

At this point we felt; stressed, dejected, as if we had been moving around in circles, overwhelmed, confused. Anyone felt like this before?

## MISTAKES MADE

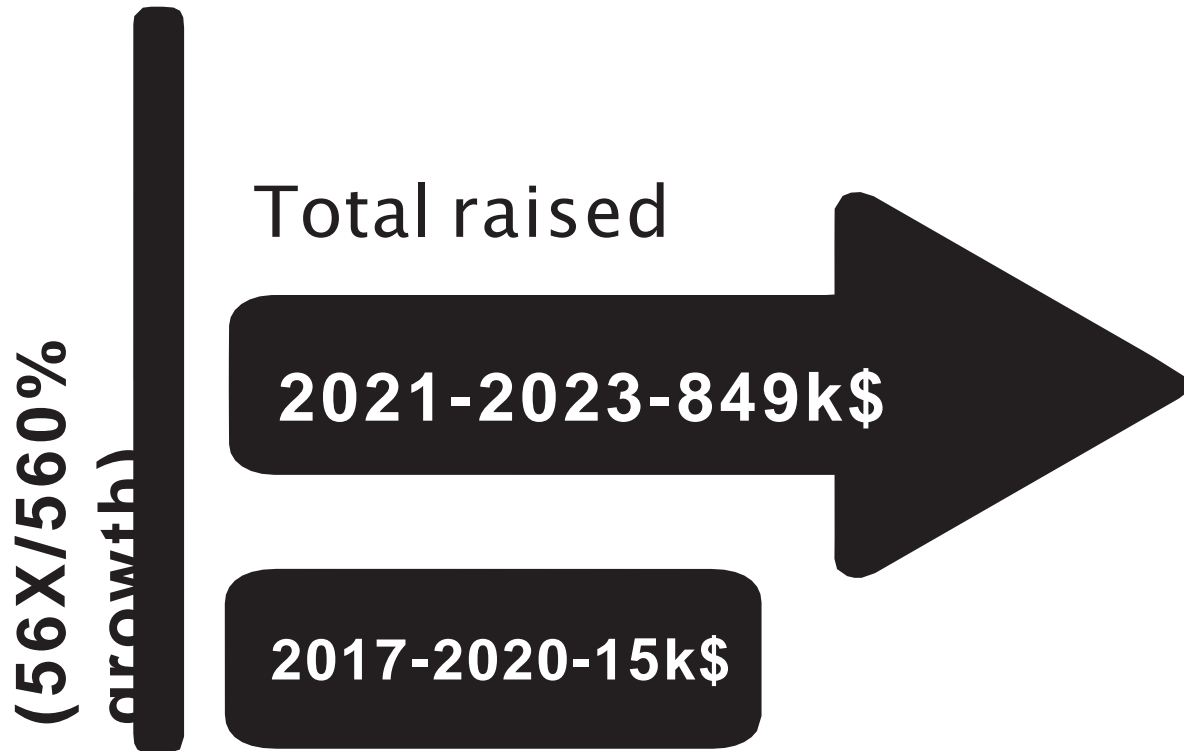
**Story telling was lacking...figures tell, stories sell.**

- Aesthetics are as important as the functional stuff..
- we did a basic job
- We had no plan when we started and so were always reactive even with the





Ridelink has equally borrowed this formular and so far its working.





# WHY DID WE LOSE THAT

There was minimal or no connection of our value proposition to the Vcs/Angels in the room that day.

Value Proposition typically goes through the 3Ds test: Desirable, Defensible and differentiated.

Why is it important especially to the VC/Angel/Accelerator your speaking to?



# WHAT DO VCS/INVESTORS/ANGELS? ACCELERATORS WANT?

ROI

Show Scalability

Alignment with VC/Angel criteria (Climate focused, Gender, Sector etc)

# SOME SUCCESSFUL STARTUPS AT RAISING

EazyAgric-2.5m\$, (Uganda)

Ensibuuko-2.7m\$, (Uganda)

Asaak-36.2m\$ (Uganda)

Guardian health-Undisclosed figure (MyDawa raised 20m\$) (Uganda)

Pezesha-12.8m\$ (Kenya)

Go1-Melvyn Lubega (Bregga)-413m\$ (Australia)





# LESSONS LEARNED FROM THEM

Raising is a process (The 5-Step process)

**Tilling/dig/turn over/prepare/farm**

Mentally, Emotionally, heart and mind–Self belief that you can bring the best value proposition forward.

Vision and identity to get certainty.





## Planting

Make your investor avatar knowing you don't need every type of investor...more like knowing what plan to grow since you know what yield to expect.

Make a list of your target 200 investors and figure out how to get warm intros from them.

Here prepare Investor material including data room:

Pitch deck, financial models, Policies, agreements with staff, contractors, suppliers, banks, partners, legal regulations etc.. Make an investor avatar...Also try and get runway for like 6-12 months because its a long journey

# Watering

Look out for only the lead investors by interviewing them. You do not have to bend backwards for investors...line up..Attend investor meetings, typically send documents in under 3 hours, 24 hours at worst. Plan to speak to 100 investors for every 500k\$ raised.

Do this until you get a lead investor. Use links not pdfs.



## Harvesting

Open the raise and set a timing with a deadline after you got your lead investor; this raises FOMO... Continue with the meetings and events and once you have at least half of the commitments for you can now start closing investors.

# BREAK OUT SESSIONS

Share 1experience on how you tailored your value proposition to a particular VC/Angel/Accelerator.

# PRACTICAL STRATEGIES FOR CONNECTING WITH INVESTORS/VCS

Focus on the audience

Show, Don't tell

Embrace vulnerability

Embrace the power of storytelling

Get Feedback

Practise, practise, practise

**THANK YOU AND Q&A**