

#STARTUPS, ALWAYS "MIND" THE #EXIT

Thecasesolution.com

by Alberto Onetti @aonetti



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*WHAT'S YOUR
ULTIMATE GOAL ?*

crossing the Finish Line

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... crossing the Finish Line



COOL, WHAT'S A «FAIR» EVALUATION?



- Price vs Amount of Capital raised
- Liquidation preferences
- (not all investors cross the finish line)
- Management Carve-Out
- (not all founders cross the finish line)
- Price vs Time
- Better «quick and dirty» than never
- Price vs Deal Terms
- Cash vs Paper
- Earn-out
- Lock-up

RAISING MONEY DOESN'T MEAN TO BE SUCCESSFUL



You are not done

- If you've slipped into working regular hours and your Facebook feed slowly fills up with snaps from weekends away on city breaks, at parties and gigs — I'm here to tell you your startup is already dead (Paul Smith)

- You have far more to do and far more to prove about you raise money than you do before

FIRST, SHOW ME THE MONEY



The final goal (Dave McClure)

- Scalable
- Cash-flow-profitable
- Customer Acquisition

The ultimate metric

- Turn into cash-flow-positive

The ultimate proof of success

- Have an Exit at a «fair» valuation

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METRICS?

Stage	Pre-Revenue	Cash-Flow-Negative	Cash-Flow-Positive
KPI	Adoption/Customer Win	Growth/Multiple Customer Wins	Retention/Scale
Non-Financial Metrics	Customer/User growth CAC	Customer/User growth Conversion Rate Referrals	Customer Churn Rate Customer Lifetime Value (CLV)
Financial Metrics	Bookings Gross Burn	Billings/Revenue Net Burn	Revenue EBITDA (%)

Which ones to use?
It really depends
which **stage**
the company is in