

Strategies for startups to secure VC funds in the current economy

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In the current challenging economic landscape, startups need solid financial preparation before pursuing venture capital funding. Meanwhile although there are many caveats, well-designed and effective government incentives can also play a key role in fostering sustainable entrepreneurship growth.

On September 10, 2024, Reddal Client Director, Per Stenius, gave a presentation on strategies for startups to secure external funding in the current economy at ISW SURF 2024 – a conference focusing on the latest trends and insights for startups, held in Incheon, South Korea.

The presentation highlighted the critical role of financial preparedness while suggesting a structured process for startups seeking venture capital funding:

Step 0. “You cannot fight the market” – understanding current trends and opportunities through European examples

Step 1. Fundraising timing – historical trends and key takeaways

Step 2. Initial scanning and evaluation – finding the right VC to match your company’s ambition

Step 3. Basic elements of a pitch document and information memorandum

Step 4. Understanding the principles of valuation

The role of government programs was also discussed. Research shows, unfortunately, that most government venture and start-up programs fail. On the other hand, well-designed government programs that operate like private venture capital firms, rather than simply

subsidizing trendy industries, can contribute significantly to sustainable growth.

The materials presented during the event are available here: [Startup strategies – Securing VC funds in today’s economy](#)