



Optimize LINKEDIN For SaaS Fundraising



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OUR SPEAKERS



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Optimize LinkedIn for SaaS Fundraising



AGENDA

1. What are investors looking for?
2. Here's our Fundraising Playbook
3. Free resources



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**Are investors going to look at you
on LinkedIn?**

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“I live on LinkedIn. The only app
I use more is email.”

What are investors looking for?



1. **Your Opportunity**
2. **Your Team**
3. **Your Traction**

Investors want to hear about : Your Opportunity

- 🎯 Market size: \$1 billion
- 🎯 Your revenue: \$100 million
- 🎯 Growth rate: T2D3
- 🎯 Is the business model clear, scalable & sustainable?
- 🎯 Is it clear what problem is being solved, who it's for and how you are better?

Investors want to hear about: Your Team

- 🎯 Pedigree: Where have you worked before? Where did you go to school?
- 🎯 Track record: Have you had success in prior ventures?
- 🎯 Industry knowledge?
- 🎯 Does your team have complementary skillsets?
- 🎯 Is the team aligned on the mission and vision?
- 🎯 Can they see signs of resilience and grit?

Investors want to hear about: Your Traction

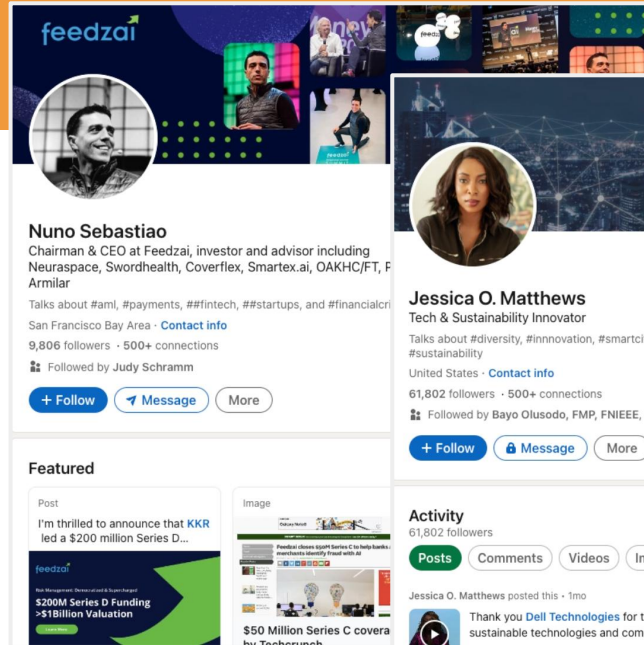
- 🎯 Where is product development (MVP, launched)?
- 🎯 Has PMF been achieved?
- 🎯 Logos
- 🎯 Company growth (rate, revenue, customers, employees)
- 🎯 Success stories, testimonials

Fundraising Playbook

1. Profile
2. Network
3. Posts
4. Team

Profile

1. Keywords
2. Experience
3. Stories
4. Traction



feedzai

Nuno Sebastiao
Chairman & CEO at Feedzai, investor and advisor including Neuraspace, Swordhealth, Coverflex, Smartex.ai, OAKHC/FT, P Armilar

Talks about #aml, #payments, ##fintech, ##startups, and #financialcr

San Francisco Bay Area · [Contact info](#)

9,806 followers · 500+ connections

Followed by Judy Schramm

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Featured


Post
I'm thrilled to announce that KKR led a \$200 million Series D...

Image
President chosen \$200 Series C to help bank...
\$50 Million Series C covera... by Techcrunch

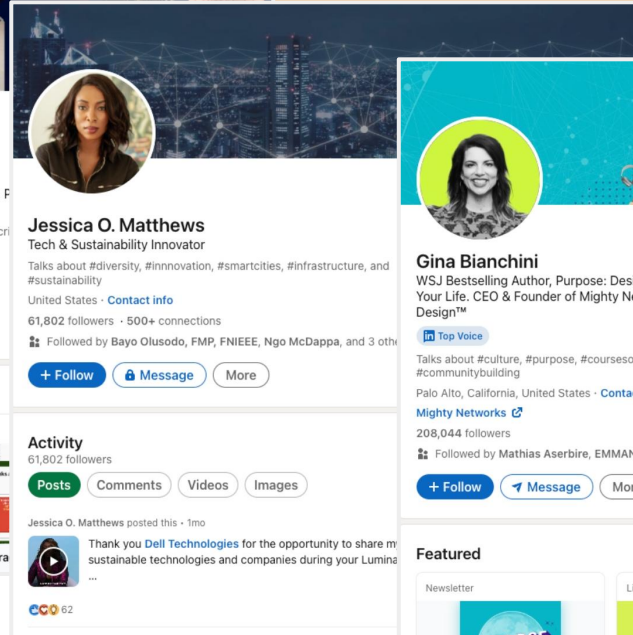
Activity
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Jessica O. Matthews posted this · 1mo

 Thank you [Dell Technologies](#) for the opportunity to share my sustainable technologies and companies during your Lumina...

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Jessica O. Matthews
Tech & Sustainability Innovator

Talks about #diversity, #innovation, #smartcities, #infrastructure, and #sustainability

United States · [Contact info](#)

61,802 followers · 500+ connections


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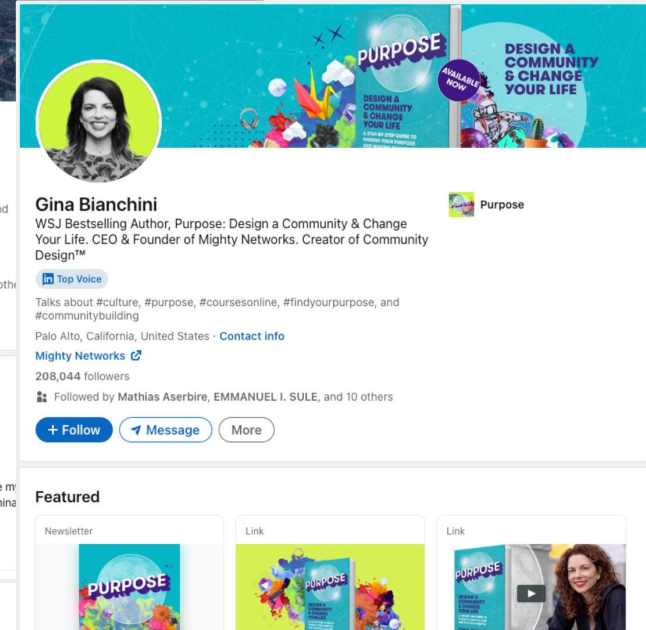
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 Thank you [Dell Technologies](#) for the opportunity to share my sustainable technologies and companies during your Lumina...

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Gina Bianchini
WSJ Bestselling Author, Purpose: Design a Community & Change Your Life. CEO & Founder of Mighty Networks. Creator of Community Design™

Talks about #culture, #purpose, #coursesonline, #findyourpurpose, and #communitybuilding

Palo Alto, California, United States · [Contact info](#)

[Mighty Networks](#)




208,044 followers

Followed by Mathias Aserbire, EMMANUEL I. SULE, and 10 others






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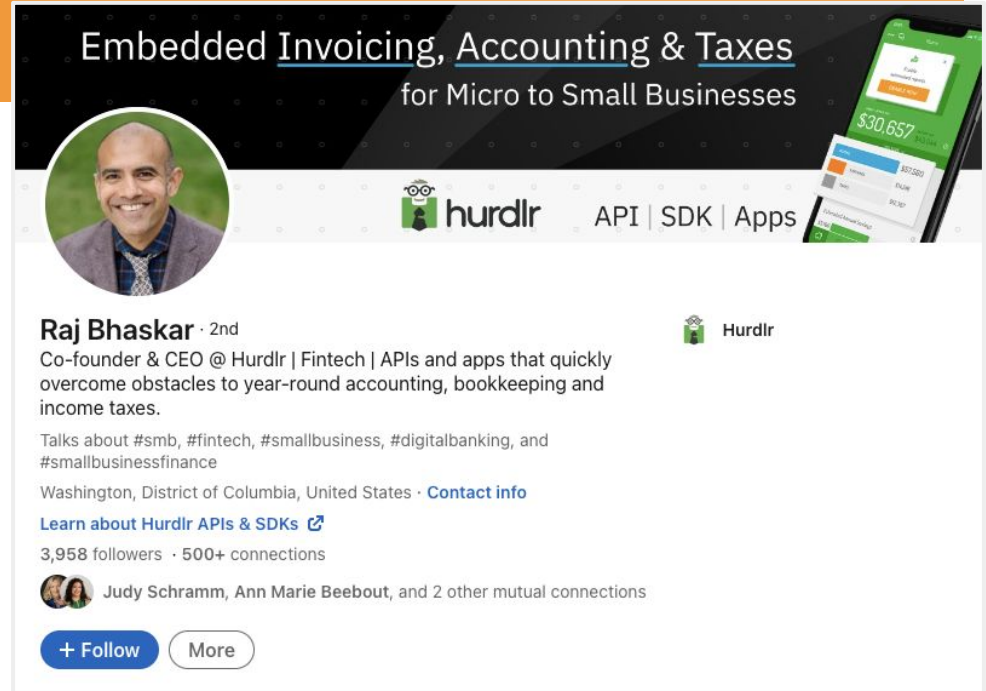
Featured

Newsletter [Link](#) [Link](#)


  


> Keywords

-  Category
-  Problem
-  Solution
-  Industry
-  Features
-  Buzzwords



Embedded Invoicing, Accounting & Taxes
for Micro to Small Businesses

 **hurdlr** API | SDK | Apps




Raj Bhaskar · 2nd
Co-founder & CEO @ Hurdlr | Fintech | APIs and apps that quickly overcome obstacles to year-round accounting, bookkeeping and income taxes.

Talks about #smb, #fintech, #smallbusiness, #digitalbanking, and #smallbusinessfinance

Washington, District of Columbia, United States · [Contact info](#)

[Learn about Hurdlr APIs & SDKs](#)

3,958 followers · 500+ connections

 Judy Schramm, Ann Marie Beebout, and 2 other mutual connections

[+ Follow](#) [More](#)

Use keywords in your headline, About, Experience, Skills sections.

> Experience

🎯 How and where did you acquire the background to perceive and execute on the opportunity?

🎯 Provide rich detail for each prior job.

🎯 Explain not just what you accomplished, but what you learned.

🎯 Highlights go in your About and Featured sections.

Experience



Founder & CEO

Uncharted

Mar 2011 - Present · 12 yrs 5 mos
Greater New York City Area

Uncharted is an award-winning MWBE-certified technology company founded in 2011 on the belief that reliable access to sustainable infrastructure is a human right.



Committee Member

Electricity Advisory Committee - U.S. Department of Energy (DOE)

Oct 2021 - Present · 1 yr 10 mos

The Electricity Advisory Committee (EAC) of the U.S. Department of Energy (DOE) is a group of industry experts that serve by the appointment of the Secretary of Energy to advise the DOE on matters ii ...see more



Advisory Board Member

The CLEEN Project

Nov 2020 - Present · 2 yrs 9 mos

Clean economy job creation ideas for government leaders, sourced from top executives and policy experts, shared via a state-of-the-art database that empowers idea discovery and evaluation.... ...see more



Board Member

Scenic Hudson, Inc.

Dec 2019 - Present · 3 yrs 8 mos

Hudson Valley's Largest Environmental Organization.
Scenic Hudson preserves land and farms and creates parks that connect people with the inspirat ...see more





Board Member


women.nyc

Apr 2019 - Present · 4 yrs 4 mos
Greater New York City Area

> Stories

 Mission and vision for the business go in your About section.

 Market size, opportunity, growth go in your About section.

 Your personal “why” goes in your About section.

About

I want to help micro to small business owners, freelancers and independent workers – all modern entrepreneurs – develop financially healthy businesses. Everything we do at Hurdlr has that end goal in mind.

To date, we've helped our users track over 8 billion dollars in finances and save over 300 million dollars in taxes.

Business owners and entrepreneurs generally focus so much energy on growing revenue that they often overlook the potential for increasing their income by keenly keeping an eye on their expenses, profitability and taxes. Hurdlr makes that process seamless and allows the business owner to concentrate on growth.

I'm a long-term thinker, focused on what is down the road, not just the present. I'm passionate about entrepreneurship and small businesses — these are the folks that create the majority of jobs in our communities. Every business owner should have access to simple tools and the financial education they need to succeed.

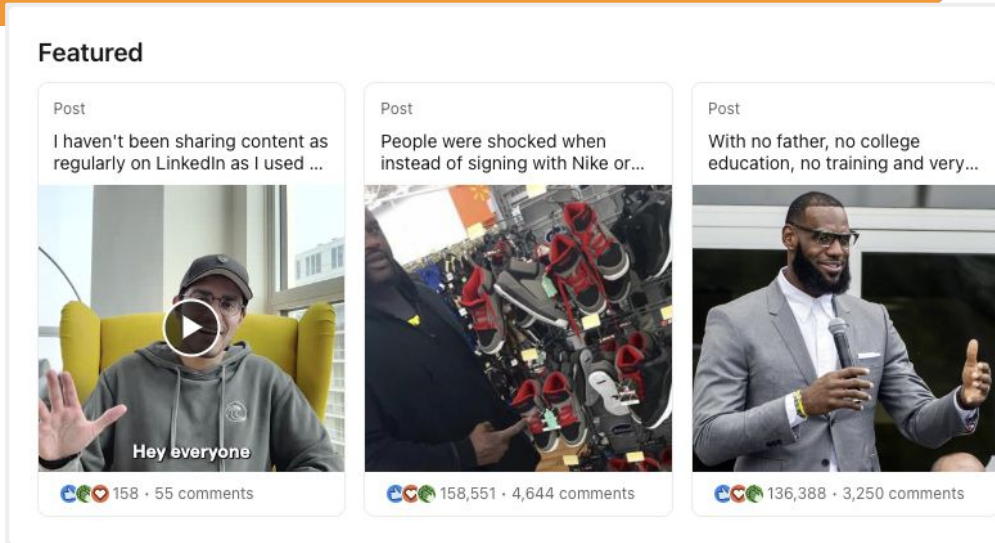
Gig workers, freelancers, and microbusiness owners in particular, can benefit from Hurdlr, whether that's through our own apps or our white-labeled features embedded into partner platforms, fintechs and banks — via our API. The goal is to help people thrive financially.

I'm proud that in my various business endeavors, people choose to come along for the journey. People who worked with us at VisualHOMES now work with us here at Hurdlr. There's great value in that continuity, both for the business and on a personal level.

I was brought up to be a good host, and I hope that is reflected in how I run my business — for our employees, our partners, and our customers.

> Traction

- 🎯 What can you quantify?
- 🎯 Logos – companies you can name go in your About or current job description.
- 🎯 Articles about your business, press releases, podcasts, news can go in your Featured section.



Network

Your network should include:

- 🎯 CEOs and leaders at funded companies
- 🎯 Other investors
- 🎯 Thought leaders in your industry
- 🎯 Execs at potential partners
- 🎯 Ideal customers
- 🎯 Respected vendors and service providers

Optimize LinkedIn for SaaS Fundraising



Posts

Communicate consistently: 1-2x per week is enough

- Stories – about your vision and things that validate your vision.
- Data – importance of the problem you solve.
- Anecdotes – compare your solution to other ways of solving the problem.
- Culture – team success and activities.
- Milestones – orchestrate this to show a steady flow.

Team

CEO is the most important, but investors will look at your entire team.

- Get everyone on brand and on message (similar language, graphics, data should match).
- Key roles need professional headshots.
- Everyone should engage with CEO/company posts.
- Professional tone (not overly salesy).
- Professional behavior (no rants or inappropriate comments).

- • • • **Fundraising is hard, especially in today's market. Give**
- • • **yourself every chance at success by putting forth a**
- • **strong and dynamic presence on LinkedIn for you and**
- **your executive team.**

When you have an effective presence on LinkedIn, you are found by more investors, you have more opportunities to pitch, your rounds close faster, and you can grow your business the way you want to, so you can achieve your vision.



LinkedIn Tips for SaaS CEOs



RESOURCES



SaaS Tips page:

- Checklist for fundraising
- How to Craft a CEO Brand on LinkedIn
- Blog posts about LinkedIn strategies while fundraising



Optimize LinkedIn for SaaS Fundraising



Want Help?

CEO branding runs \$1295-1995/month

Team profiles \$5,000-10,000

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