

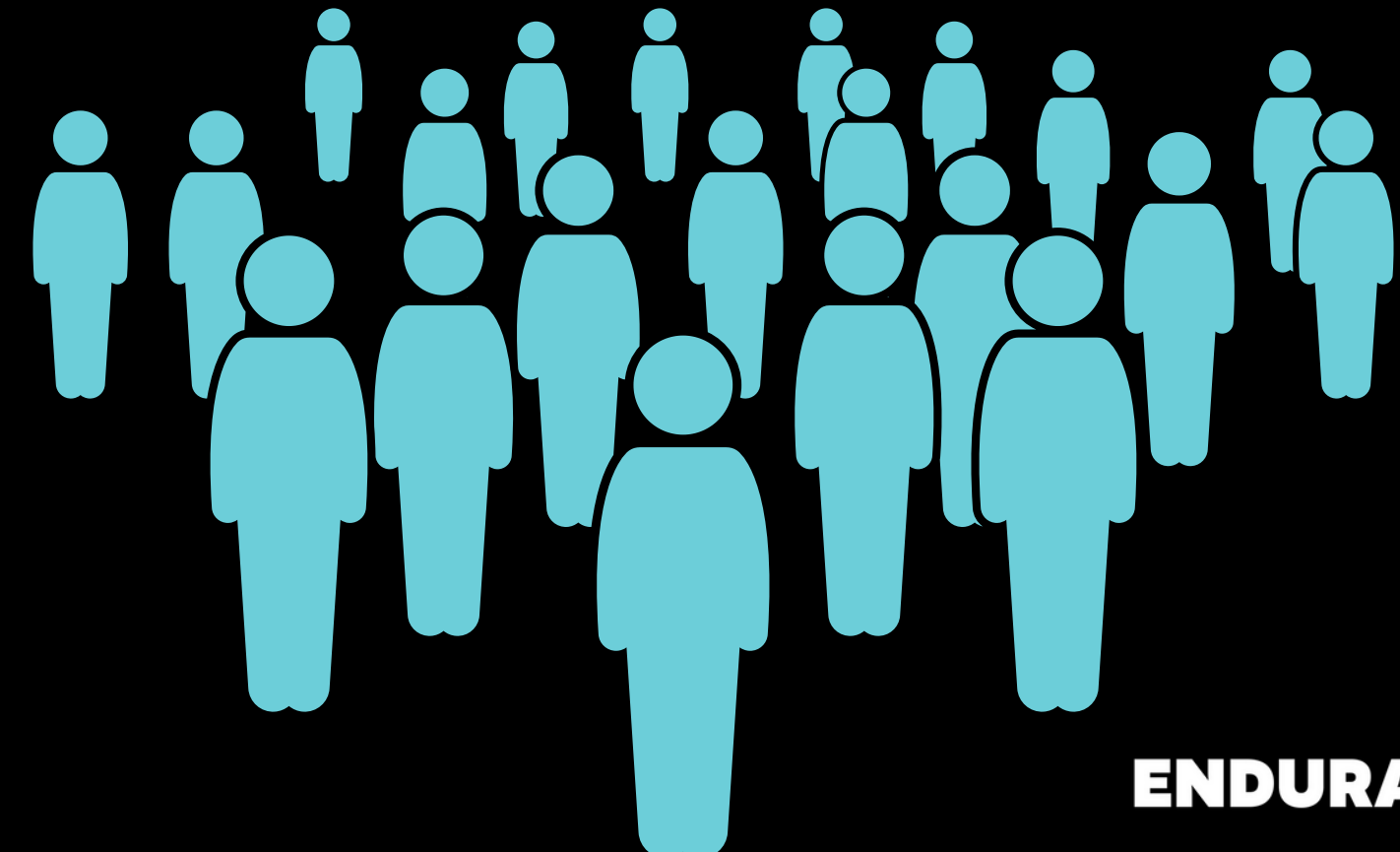
ENDURANCE28

Entrepreneurs first

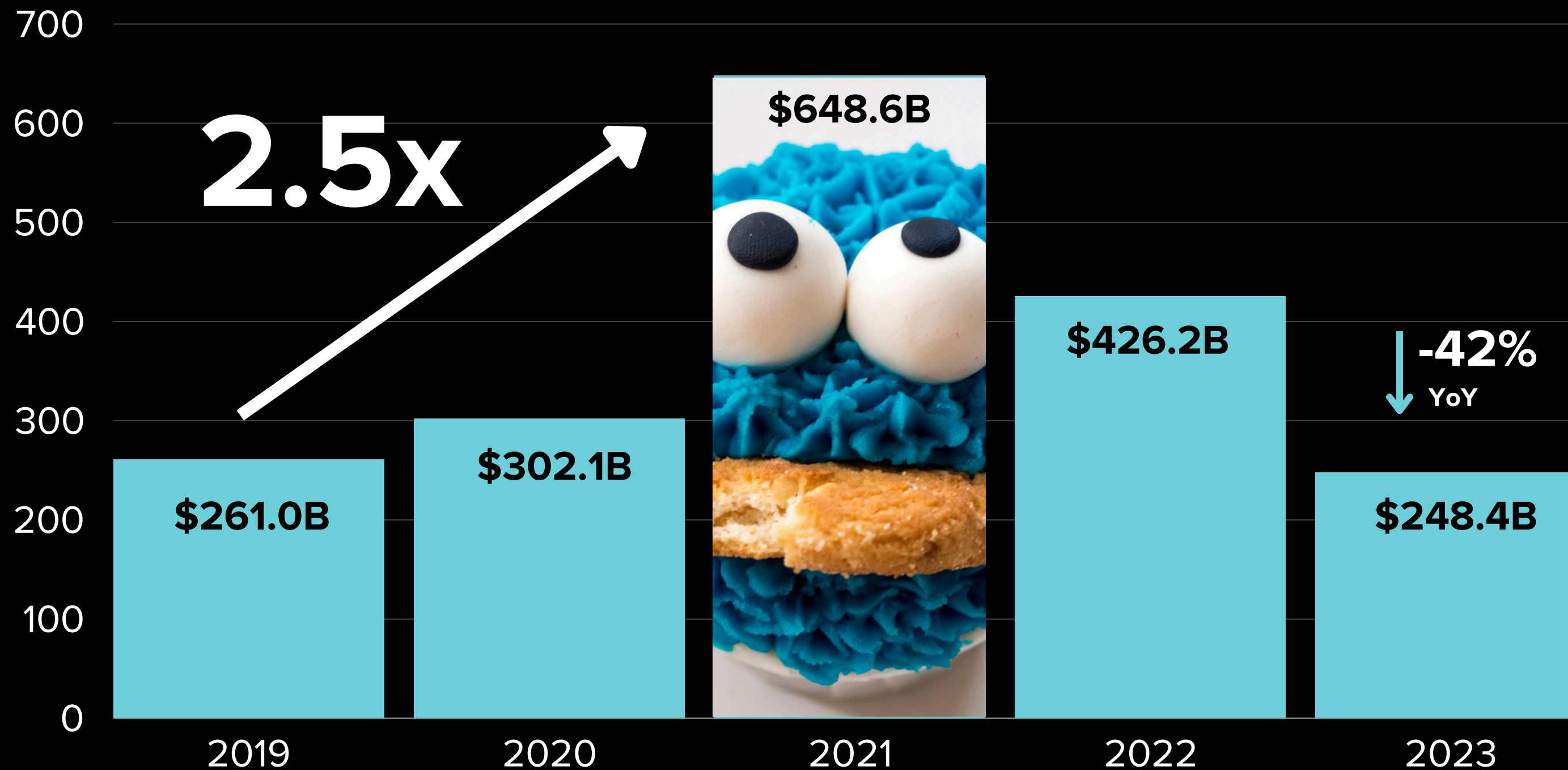
From Seed to Scale:

**How to Build a
Financially Sound
Startup**

Cycle of capital abundance.



Global venture funding



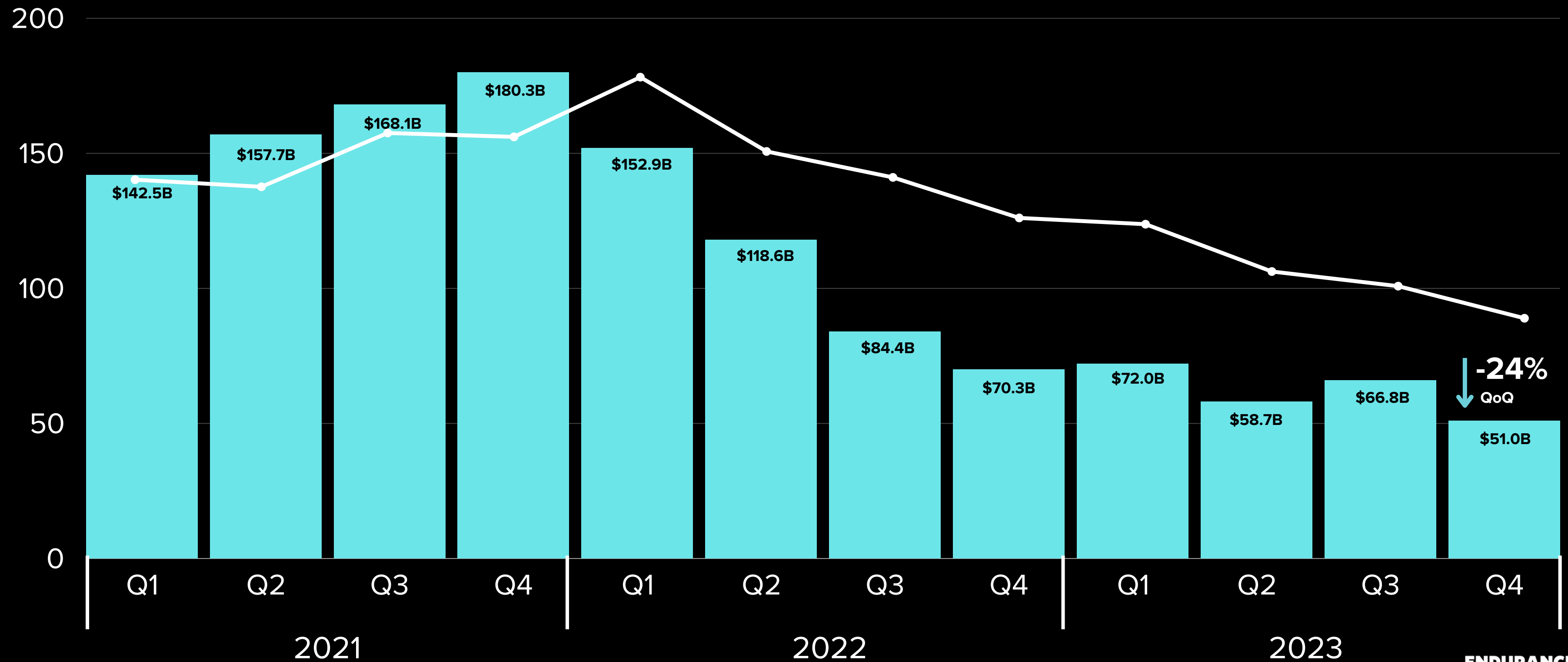


The era of mega-rounds

1,608

in 2021

Q4 '23 marks the **worst** quarter for VC in 6+ years



Less FOMO More Due Diligence



US DEALMAKING

Mega-rounds

Sustainability tech

Envision Group

\$1B

Footprint

\$830M

Electric Hydrogen

\$380M

Generative AI

Aleph Alpha

\$500M

Anthropic

\$500M

Mistral AI

\$415M



Unicorn Births

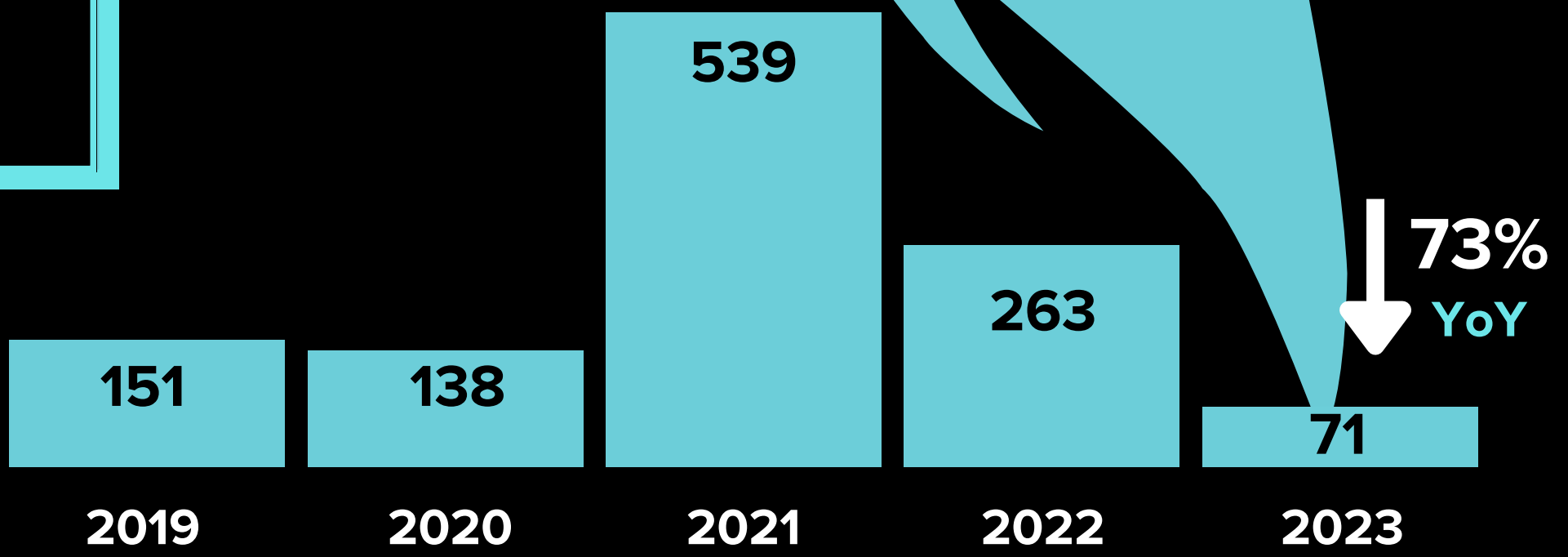
2021



2 out of 3 unicorns joined since 2021 (788 out of 1,206)

46% of all unicorns in the unicorn board where born

NEW UNICORN BIRTHS



How much money should you

raise?



Take two

but don't take the whole tray.

Efficiency

more than

Capital



Effective at multiplying capital

Avoid

designing your business around
VC
around

WOCs

~~Perfect.~~

Fortunate

are the

unfundable

FOCUS



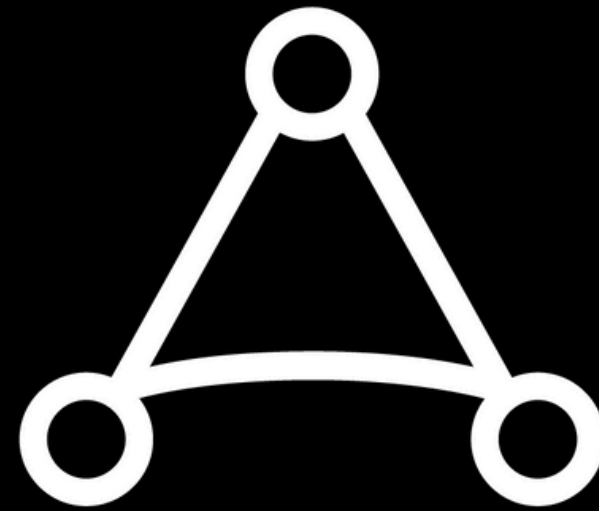
ATLASSIAN

Bootsrapped to

\$4B

ON

HAPPY PAYING CUSTOMERS



APPLOVIN



**\$4M from
angels**



**Couldn't
raise VC \$**



\$1.4B



**Minority stake
for \$400M**



\$24B



2012

2014

2016

2018

2021

**Next time
a VC tells
you they
“pass”**

REMEMBER

- ✓ It's possible to get a tech-enabled business off the ground with no capital.
- ✓ It's feasible to scale a tech business rapidly with very little capital.
- ✓ It's often in the founder's best interest to limit the amount of capital they take.

Does Raising More VC Lead
to
Bigger
Outcomes?

Tick tock



Money buys you time.



It doesn't buy you the ability to execute.

Capital as a moat is a

myth



SHUT DOWN

Peak Valuation

\$3.8B

Total Funding

\$928M

CONWOY



SHUT DOWN

Peak Valuation

\$4B

Total Funding

\$852M

Olive



Finally, kidney disease meets a true opponent.

We're pioneering precision-based medicines to revolutionize the treatment of kidney diseases.

Total Funding
\$214M



Goldfinch Bio®

A New Approach: Targeting the Heterogenous Causes of Kidney Disease

www.goldfinchbio.com

Bank North

Funding
\$96M

The screenshot shows a Finextra article titled "Bank North goes to the wall". The article is dated 03 October 2022 and has 2 tweets, 3 LinkedIn shares, and 0 Facebook shares. The main text states that Bank North, a Manchester-based banking startup, is winding down its operations after failing to secure a new funding round. It mentions that the bank was trying to find £30m to secure a full banking licence from the Bank of England. The article also notes that Bank North raised £20 million last year, including a £4.45 million investment from Estonian financial services firm LVH, and was granted a restricted licence by the Prudential Regulatory Authority. A quote from Ron Emerson, the bank's chairman, is included at the bottom of the article.

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Editorial | what does this mean?

Bank North goes to the wall

03 October 2022 2 3 0

Bank North, the Manchester-based banking startup aiming to disrupt the UK's £150 billion SME lending market, is to wind down its operations after failing to secure a new funding round.

In a sign of the deteriorating economic situation, Bank North was trying to find £30m to secure a full banking licence from the Bank of England, which would have allowed it to take deposits from retail savers.

Bank North raised £20 million last year - including a £4.45 million investment from Estonian financial services firm LVH - and was granted a restricted licence by the Prudential Regulatory Authority.

But in a letter to shareholders over the weekend, seen by the Daily Mail, the bank's chairman Ron Emerson said it had been unable to secure the funds needed to keep it afloat.

"It is therefore with great regret that I have to inform you that... the board of Bank North has decided to initiate a solvent wind-down of the bank, with immediate effect."

Amazon



Amazon.com is the leading online retailer of books.” To underscore that “leading



2.7
Inventory

20
Inventory



2,300%
/ yr

\$1M from
angels

\$8M

Kleiner
Perkins

\$511K
revenue

\$15.75M
revenue

\$1M

55,000%
Return

\$1.9T

Valuation

1994

1995

1995

1996

1997

early 2000s

2024

Jaw-Dropping Revenue

Amazon

(\$52,000)

(\$303,000)

(\$5.78 M)

1994

1995

1996

1997

1998

1999

*LOSSES

\$15.7 M

\$147.8 M

\$610.0 M

\$1.64 B

revenue

sales



\$4.17 million in the
third quarter

to

\$8.47 million in
the fourth

Whatsapp



Efficiency

Privacy

Funding

Valuation

Series A	\$8M	\$80M
Total	\$60M	\$22B

Stemcentrx

Stemcentrx

Founders Fund

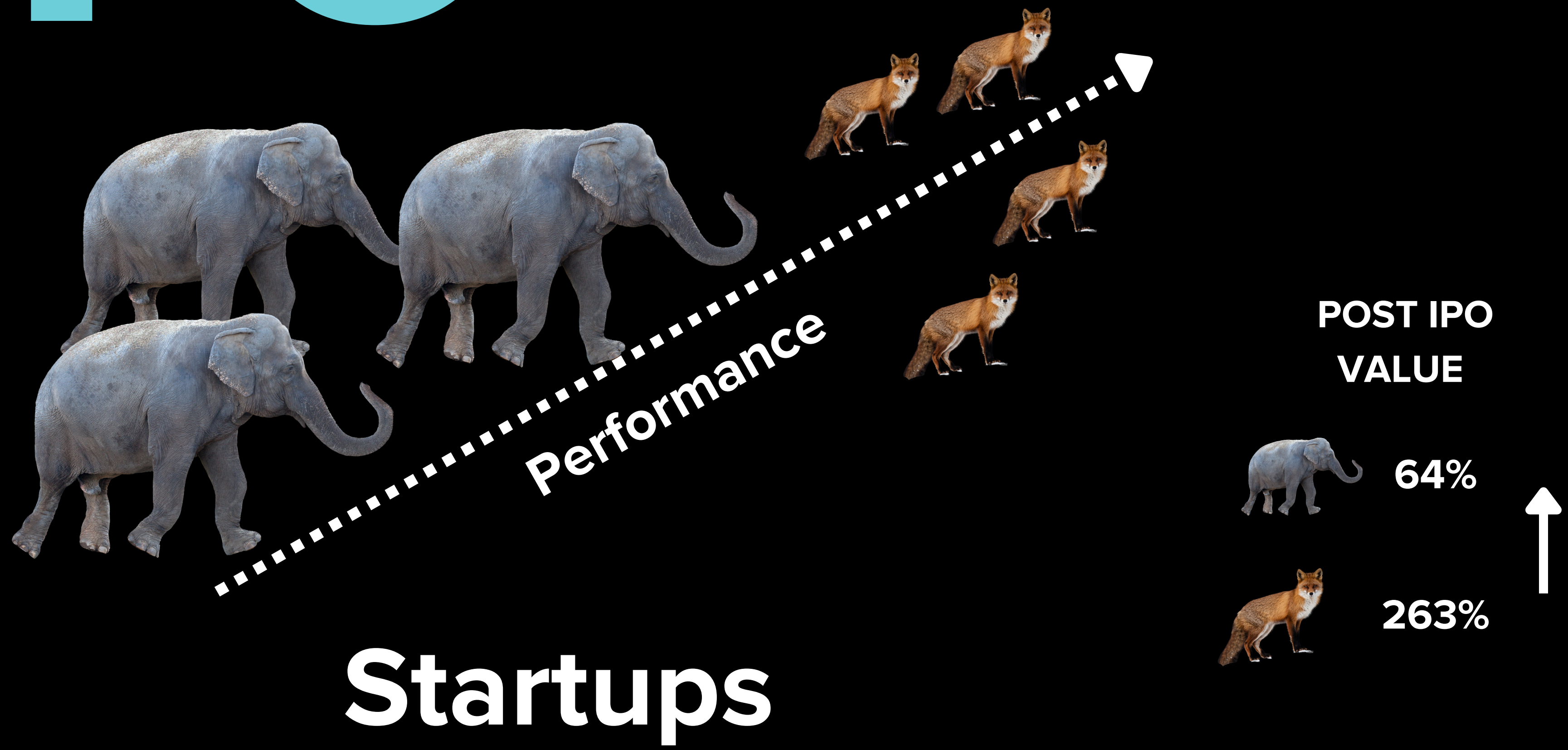
**\$200M Investment,
\$1.7B Exit**

2016

abbvie

\$5.8B + \$4B

IPO



Execution

is not

enough.

Missing

the forest for the trees.

If you don't
know

how much

you don't

know

that can bring you

! ! ! ! !

A double edge sword

Experience

It guards against errors but can blind you to new paths.



Open mind

and

Willingness to



grow.

**Embrace
the risk of**

failure



A

10%

chance to change the world is worth it.



Limits

Almost always

What they think they can do.

Framework

- ✓ Consider multiple scenarios
- ✓ Question the permanence of the present
- ✓ Continuously retest your assumptions.

Every aspect of the GDP is
susceptible
to radical innovation.

**CYBERSECURITY
OF IOT**

\$20B

CYBERSECURITY

\$247B

The DNA of Unicorn Founders



70%

“Underdog founders”

62%

Immigrant founders

17%

Female founder

49%

CEOs had STEM degrees

82% Unicorns are dominated by white founders but:

1/3

Asian founder

38%

at least one founder who was not white

21%

immigrant and female founders raised from top 10 VCs

50%

Serial founders were more likely to succeed building unicorns

1/5

Solo founders

11%

All-white, male, local, Ivy league archetype of founder



3

dominant factors

No Plan “B”

A chip on the shoulder

Unlimited self belief

Ambitious Rebels



**Motivated by a greater
cause**



A quality peer network



**Have strong family role
models**



No fear of failure

Childhood

Forced to develop

**Growth mindset
Values and work ethic
Ambitions**

Limitless



**Hunger.
Self-belief.**



**Ingenuity.
Resilience.**

Crazy determination.



NOT the
Situation

it's

OUR
Perspective



Be at

The Edge

Where things are uncertain.

