

How venture capital works & the key elements of raising capital

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Training camp description

How Venture Capital Works & the Key Elements of Raising Capital gives a practical introduction to venture capital, what makes a company investable, and how to prepare for fundraising. The training camp covers financing options across stages, how investors assess risk and return, and how to communicate a credible equity story.

Key takeaways from the training camp

Understand capital strategy and investor fit - Different types of capital serve different purposes, so founders need to know what kind of company they are building before raising money. Venture capital suits high-risk, high-return companies with strong growth potential, long timelines and a path to exit, and fundraising should match stage, capital need and milestones with the right investor type.

Know what makes a company investable - Investors look beyond the idea itself. They assess the team's ability to execute, the size and urgency of the problem, the strength of the science or technology, the regulatory and commercial path, and whether the business can create value at scale. Strong companies reduce risk over time by showing clear plans, evidence, market understanding and milestones.

Communicate the company as an investment case - A strong pitch shows why the company is worth backing, not just what the product does. Founders need a focused, credible story about the problem, solution, market, business model, roadmap, capital need and team, tailored to the audience and grounded in realistic assumptions.

Best practices

Build your fundraising plan around milestones - Define what the round should achieve in the next 12–18 months and link the capital need to clear value-driving milestones such as validation, regulatory progress, pilots or traction. Use this to guide budget, timing and investor dialogue, while making sure the round creates meaningful progress without unnecessary dilution.

Prepare an investor-ready evidence base - Gather the core materials that support your case: pitch deck, budget, cap table, development plan, market rationale and a simple explanation of risk areas and how you are addressing them. Stress-test your numbers, assumptions and milestones internally before sharing them externally. This makes conversations more efficient and signals that the company is serious, structured and ready for diligence.

Practise targeted investor communication - Tailor your pitch to who is in the room, whether analyst, partner, angel or strategic investor. Keep the story simple, explain the business opportunity in plain language, and be ready to answer questions on competition, financing need, use of proceeds and future rounds. Track investor meetings, recurring questions and objections so you can sharpen your materials and improve your positioning over time.