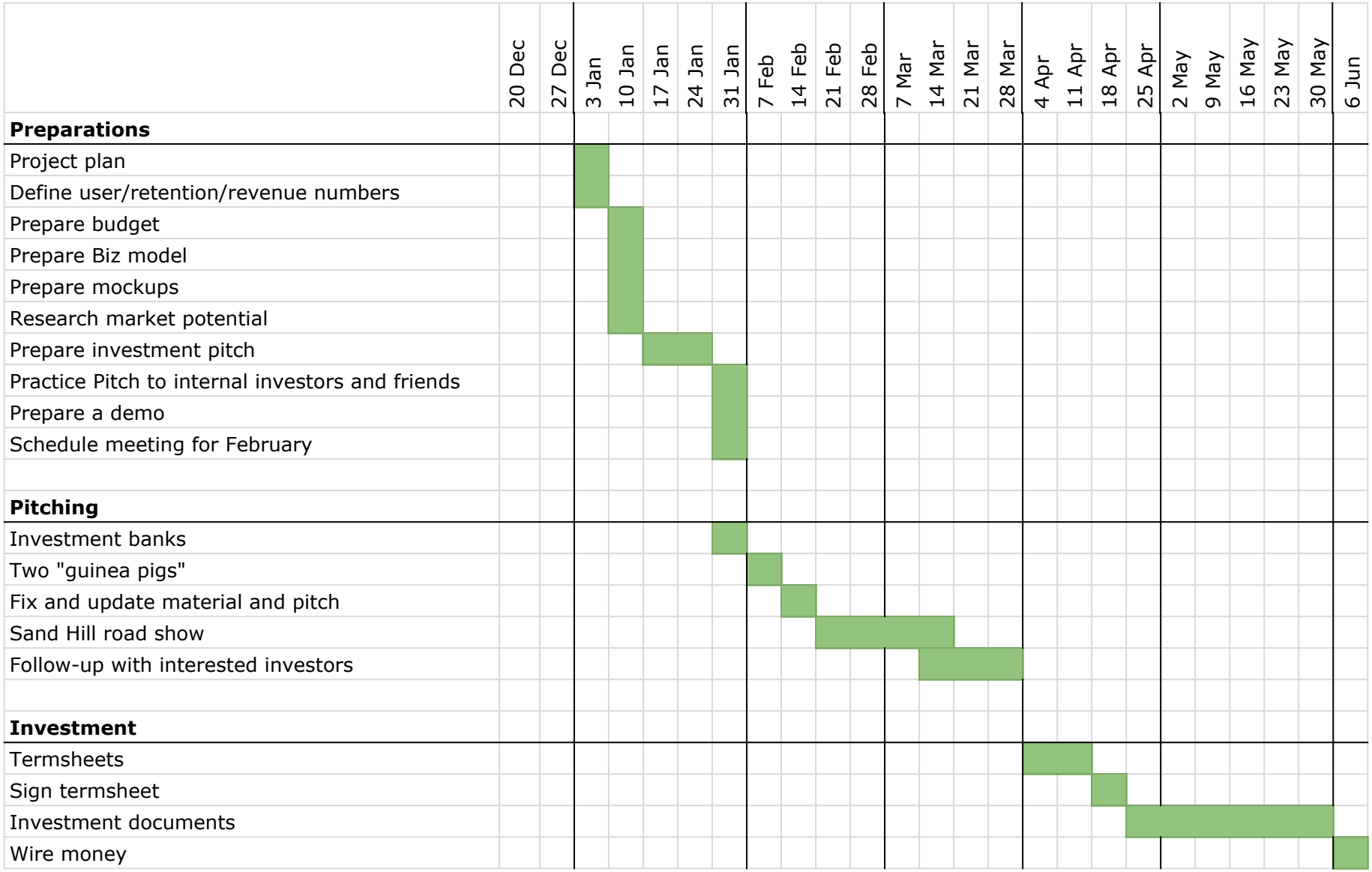
20 Dec
27 Dec
3 Jan
10 Jan
17 Jan
24 Jan
31 Jan
7 Feb
14 Feb
21 Feb
28 Feb
7 Mar
14 Mar
21 Mar
28 Mar
4 Apr
11 Apr
18 Apr
25 Apr
2 May
9 May
16 May
23 May
30 May
6 Jun
Preparations
Project plan
Define user/retention/revenue numbers
Prepare budget
Prepare Biz model
Prepare mockups
Research market potential
Prepare investment pitch
Practice Pitch to internal investors and friends
Prepare a demo
Schedule meeting for February
Pitching
Investment banks
Two "guinea pigs"
Fix and update material and pitch
Sand Hill road show
Follow-up with interested investors
Investment
Termsheets
Sign termsheet
Investment documents
Wire money