

Articles + Publications | December 17, 2020

# So You Want to Raise a Series A? Here's What You Need to Know

Clean Energy Trust

## WRITTEN BY

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New York Partner **Mike** Malfettone and Chicago Partner **Kathleen Swan** co-authored an article with managing directors of Clean Energy Trust focusing on key considerations for cleantech or clean energy startups preparing to raise Series A financing. The authors discuss the steps of a successful fundraising round, including developing pitches for investors and gathering the necessary documents needed for due diligence.

“How you frame the narrative will likely not be the same for each potential investor. The most effective story will depend, in part, on you understanding who the investor is and to whom you are presenting; what the “hot buttons” are; and what they expect from their portfolio companies,” the authors write.

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