



SPEAKER BIO – Danielle Silva, AVP, Capital Advisors Group

Danielle Silva is Assistant Vice President at Capital Advisors Group (CAG). CAG is an institutional investment advisor that helps companies manage their corporate cash. Additionally, the firm assists companies in securing debt funding. Danielle focuses on business development in the Northeast and Mid Atlantic regions for life science and tech companies. Prior to CAG, Danielle led life science business development for SVB Analytics, which was the buy-side advisory and valuations group at Silicon Valley Bank. Danielle was also one of the founders of Life Science Nation, a company that helps early-stage life science companies raise equity funding. Danielle began her career at Brighton House Associates where she raised capital for alternative investment vehicles such as venture capital, private equity, and hedge funds.



Networking to help your Fundraising Efforts

- The best way to get in front of VCs is by getting introduced to a partner through someone the firm knows/respects
- This could be through one of their current portcos, an LP, or one of their EIRs
- You should try to network your way into a fund via partner, as they will have the most leverage and may be able to serve as your champion throughout the due diligence process. While associates do spend a large amount of time sourcing deal flow as part of their role, they have less influence later on in the due diligence process.
- No matter what the avenue is for the introduction, getting introduced is better than a cold email to an investor



How do I Network with VCs in Person?

- How do you track down VCs if you want to speak with them face to face?
- Most of the time it's difficult to find or speak with VCs at conferences, and many do not attend networking events
- The best place to find VCs is generally going to be at events where they can network with their peers (aka other VCs) – for example events hosted by NEVCA
- If you want to network with a specific kind of investor, create an environment that would foster relationships that would be beneficial for them, for example throw a happy hour only for medtech VCs to attend
- There are some conferences that are useful as well for doing “speed dating” meetings with investors, such as RESI, but make sure you do your homework before spending money to attend these events



Outreach to Investors

- The first rule is keep your outreach short and sweet
- If you get an intro from someone the VC knows in the title of the email say “John Doe suggested we connect”
- DO NOT require an NDA for the first intro call, VCs will not sign an NDA just to engage in an initial conversation
- Don’t give up because the investor doesn’t respond to your first email
- If you’re not a fit for the investor make sure you find out why, and if you may be a fit down the road then keep the investor posted on the progress you make, specifically if it pertains to feedback they’ve provided you with directly



General Networking Advice

- If you're just starting your career in the life sciences space, or are a first-time entrepreneur, go to as many relevant networking events as possible (if they seem like events that would add value)
- Never say no to an introduction – you never know how that person may be able to help you out, and you may also be able to add value to them in the future
- Don't be afraid to ask others for help, the life science community especially in Boston is extremely collaborative. People are generally willing to help each other out/make intros