

## Appendix 1: Interview guide

### **Introduction:**

Introduction of the master's project and the information letter we sent out beforehand, and reintroduce the focal points of our research. We are asking again if it's okay to record the conversation.

### **Section 1: Background and Company Overview**

- Can you describe how it is to be a female tech entrepreneur in the Nordics?
- How many times have you raised capital, and how have your experiences with raising VC been?
- Can you share any achievements or milestones that your company has reached in the process of achieving VC?

### **Section 2: Fundraising Process**

- How did you prepare yourself and your company to become investment-ready?
- What aspects of the company must focus on in the first meeting with an investor to secure funding?
  - How do you decide which parts of your business model are most relevant to prepare for such an investor meeting?
- How did you approach the negotiation process, and what were some key considerations you considered?
  - Who is the face of the company during the fundraising process?
    - Is there a reason for this? Why?
- What was the main focus in your due diligence of the potential investor?
  - How long does this process take?
  - What qualities are attractive when looking for an investor? What qualities are not?

### **Section 3: Fundraising experience**

- Which part of the fundraising process have you found the most challenging, and why?

- Is it particularly challenging for female entrepreneurs in your industry to raise capital?
- Which part of this process do you find to be the most resource-intensive on your part?
- What is important to consider to overcome possible gender barriers, if any?
  - How have you dealt with such barriers?
- In your opinion, what factors have been decisive in whether or not you received investment?
- Do you have any advice for other women in your industry preparing their companies to raise VC?

#### **Section 4: Closing**

- Thank you for the interview