

What do Investors Look for in a Business Plan?

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Executive Summary & Presentation

- *What is the problem you intend to solve?*
- *How big is the opportunity?*
- *Who has the problem?*
- *How do people deal with it now?*
- *How will your presence change things?*
- *How Much \$\$ Needed? Now.....Eventually*
- *How big do you get? How Quickly?*
- *Exit?*

Problem you are solving

- *What IS the problem?*
 - *Be Specific*
 - *Avoid buzzwords (unless it's a deep technical issue)*
- *Ask listener to repeat back to you*

How big is the opportunity?

- Be Realistic
- 2% of \$10B opportunity?
- 20% of \$500M opportunity?
- Channels must be appropriate

Who has the problem?

- Find people for whom the need is compelling
- Later, can serve less urgent needs

How do they deal with it now?



- There is **ALWAYS** an alternative solution
- Competition

How will the world change with your presence?

- How will peoples' lives change?
- Is a behavior change required?



How much \$\$ needed Now?Eventually?

- **Goldilocks problem**
 - \$5-\$10M requires big opportunity
 - \$0-\$2M tough to find
 - The more money raised, the bigger the exit required

How Big Do You Get?

- Put thought into the numbers
- Show you understand the critical factors
- Don't just throw up \$10M, \$20M, \$40M

Exit?

- IPO



- Don't count on it
- Acquisition most likely

Good Luck



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