TechSandBox™ – Accelerating Innovation
Setting the Stage for Investors
INVESTORS ARE IN BUSINESS TO MAKE MONEY

And, they get asked for meetings by 100s every month

Even those who do not come close to meeting their criteria
DO YOUR HOMEWORK

Add to your professionalism and credibility and ....
FIVE PIECES OF INFO YOU NEED

1. KNOW VC/ANGEL INVESTMENT CRITERIA
2. RESEARCH THE INDIVIDUAL INVESTOR’S PAST INVESTMENTS OR SPECIALTIES
3. BE PREPARED BEFORE APPROACHING (WHAT ACCOMPLISHMENTS DOES EACH EXPECT; SEE #2)
4. REFERRALS ARE BEST
5. FIND THE CONNECTORS TO REFER YOU IN

Do you know what a VC is? And Angel?
INDUSTRY OR PRODUCT
STAGE OF STARTUP
$ RANGE OF A TYPICAL FUNDING
CO-INVEST? LEAD? ...
IS THERE MONEY IN THE FUND?
...
PERSONALITY

TYPICAL CRITERIA
Some key resources for doing the homework

1. Angels:
   - https://www.angelcapitalassociation.org/directory/
   - https://www.angelinvestmentnetwork.us/
   - https://angel.co/venture-capital

2. VCs:
   - https://www.entrepreneur.com/article/242702
   - http://nvca.org/about-nvca/members/
If you haven’t really worked at this, don’t waste anyone’s time.
OF COURSE INVESTORS WANT EVERYTHING PERFECT. DO AT LEAST 5 OF THESE BEFORE YOU TRY TO MEET ONE:

1. Have gotten feedback from 2-5 customers (prospects)
2. Have a LoI or quote or ...
3. Have a prototype
4. Understand your competitive advantage
5. Know how you’ll make money and from who
6. Have a team
7. Have F&F funding
8. Have a background in the industry and connections
9. Have done this before (outcome not as important)
10. IP ...
Find connection points (connect the dots)
A FEW LINKEDIN TIPS

• Buy the professional edition ($500/yr)
  – In mail
  – Advanced searching
  – Who’s viewed you

• Join Groups (50 allowed)
  – Gets you to >2 degree connections directly

• Find friends/colleagues past and present

• You can do amazing searches
  – Industry, title, company, geography, ...
Shameless plug: there are a lot of organizations in New England with Business Plan Competitions and Pitches, Investor Panels, ... or Accelerators ad Incubators. USE US!