



# CHOICE OF INVESTORS

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- **Fit** with investment strategy?
- **Local**?
- **Relationship** or referral?

# FIRST CONTACT

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- **Goal:** get the next meeting
- **Focus** on two things:
  - Create excitement
  - Establish credibility

# FIRST PITCH

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- **Concept:** The essence of the idea.
- **Market** opportunity (needs to be big)
- **Traction:** Dogs are eating the dog food ...
- **Growth** rate: “Why this, why now?”
- **Competition**/substitutes: Why will you win?
- **Team:** Know the business, very smart, winners.
- **Business model:** How do you make money?
- **Capital** required: \$ to bootstrap? \$ to scale?
- **Exit** opportunity: How do investors get paid back?

# NEGOTIATION & CLOSE

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- **Preparation:** information, legals, references
- **Focus** on the important points
- **Realism:** get calibrated, life is give-and-take
- Negotiation is a **relationship**-building process
- **Urgency:** get it done before something changes