

## **Investment Options for Start-ups:**

What investors are looking for

**Focus:** Every investor is different, and each has their own set of criteria. Some may base their decisions purely on the facts; others might be more inclined to factor their gut feeling about the opportunity into the equation. Some may be in the right frame of mind for risk-taking; others might be playing it safe for a while or waiting to see how other investments play out. There are however certain across-the-board factors investors will take into account when evaluating opportunities, and it's in your best interest as an entrepreneur to cover these bases before approaching investors with your pitch.

### **Common problems/mistakes:**

- Many think their ideas are more profitable than they are;
- Little to no thought is given to what they investors want;
- Depending on the investment option taken, only a small percentage will actually secure investment.

### **Why is it important:**

- Increases your chances of securing investment;
- Saves time and effort;
- Gives you insight many other start-ups do not have.

Screen share:

- How to think like an investor
- Understanding what they are looking for.

### **Template/checklist:**

- The easy step-by-step Business Plan structure

### **Tips for success:**

- Write the business plan before the pitch deck;
- Do not make assumptions;
- Always remember that investors are looking for a return;

### **Task:**

Continue to work through each section of your business plan structure provided last week.