

Investment Options for Start -ups:

Finding investors for your business

Focus: It is not uncommon for first-time entrepreneurs to need to speak with 50+ investors before closing a round of funding. So as an entrepreneur, you are going to need to identify dozens of people who could potentially be interested in your company. Most venture capitalists and angel investors receive dozens of pitches every day and simply don't have time to meet with everyone, so it helps to know who the right ones to approach and how to stand out.

Common problems/mistakes:

- Unaware of who to approach and where to begin the process;
- Unprepared, without an actual plan.

Why is it important:

- Saves you time;
- Stops you spreading yourself too thin;
- Enables you to keep on top of the process.

Screen share:

- Resources to use;
- Investor contact tracker.

Template/checklist:

- Investor contact tracker

Tips for success:

- Create a plan/hold yourself accountable;
- Try to get introductions where possible;
- Network! Network! Network!

Task:

Keep a record of the investors you contact and the conversations you have using the template provided.