

Why would anyone invest in you,
your idea, or your business?

Basic rule number 1.
The best investor is called a
customer

Basic Rule number 2

You don't really want anyone to
invest in you, for equity

Go and get some grants
Win some big cash competitions
Bootstrap!
Get into an incubator
Crowdfund
Get money from friends and family
& of course, get Customers
& at least 1 champion

You still need an investor?

Investors are looking for what?

Passion

Ability (to execute)

Resilience

Coachable

So far nothing about your idea,
or you business, just human stuff

PLUS

you've done SOME of the stuff in
Slide 4

Got some grants
Won some big cash competitions
Bootstrapped!
Got into an incubator
Crowdfunded
Got cash from friends and family
& of course, got Customers
& have at least 1 champion

PLUS

there is some market-fit validation

there is some traction

there is a solid enough team

AND

your business has the POTENTIAL
to scale to a size they can get a
return on their investment

A BIG return on their investment

Billions

1000x what they invested
100x what they invested
maybe 50x what they invested

And they are expecting you to demonstrate at least the possibility, or probability, that this will happen

A lot of founders of businesses
are confused about this

Which means your investor
wants an exit

Some good news

Money is a commodity
Access to investors is global
Investors compete for deal-flow
New ways of getting the money
New kinds of investors

So, you still need an investor?

Questions