

What do investors look for?

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Investors have 3 different strategies

- They invest in:
 - People
 - Markets
 - Products
- Need to figure out which category
 - they most likely fall
 - You most likely fall

What investors look for? In a business presentation

- Brevity (no more than 14 slides)
- Clarity about the business
- Revenue
- Customer traction and acquisition
- A team that can execute

What investors look for?

In an entrepreneur

- Confidence and overall likeability
- Track Record of Success
- Engagement
- Communication skills (sales)
- Experience in the target market
- Integrity
- Motivation

What investors look for?

In an early stage business

- A business model they understand
- A business that can scale
- Confidence and confirmation from other investors
- Confidence that the entrepreneur can make it happen
- Early customer traction
- Strong unit economics (profit margin)
- A fair valuation