

SHORE

teams



**CHECKLIST FOR
ATTRACTING INVESTORS/
ACQUIRING FUNDING**

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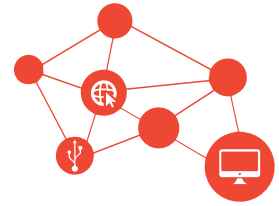
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01

'SOFT-SELL' VIA NETWORKING



- Getting out and networking within the local startup and investing community can be a great way to meet investors. The art of the organic soft-sell lies not in simply pitching your idea - but instead in strategically relying on the social capital built through the networking process to influence their investment decisions.

02

SHOW RESULTS FIRST



- It's worth making an effort to acquire customers or users before you approach an investor, rather than seeking funds first and acquiring customers second. Particularly if you are a first-time entrepreneur, it will be much easier to get investments on good terms if you have some traction first.

03

SEEK ADVICE

- ❑ Instead of cold calling investors to ask if they'd be willing to invest in your brilliant new business idea, consider asking them for advice. Of course it helps if this is an investor you (can) admire. By strategically reaching out to an investor for advice first you may be able to build a relationship with them that results in a greater willingness to invest in your business later.

04

PITCH A RETURN ON INVESTMENT

- ❑ The best way to stand out and gather interest is to be clear on how and when an investment will pay out for the investor. When doing this, be realistic in your financial projections and fair in your valuation. Don't inflate either of these as investors can usually see right through these.

05

HAVING THE RIGHT CO-FOUNDERS

- ❑ A smart investor doesn't just invest in the right idea, but also in the right team. So don't just approach them selling your products and services, show them who you've found to be the right partners to rely on when starting your business. Investors usually don't just bet it all on one founder, so pick the right partners.

06

LOOK FOR A PARTNER, NOT JUST AN INVESTOR

- ❑ It will be key not to focus on merely finding a quick injection of capital. Instead, focus on finding an active investor who adds something tangible to your business besides funding. Building the right relationships early on could accelerate your growth in ways you hadn't even expected.

07

SHARE USER REVIEWS AND METRICS

- ❑ Your users' reviews are the best weapon when pitching your business to potential investors. Keeping accurate track of customer data shows your commitment to grow.

08

MAKE USE OF ONLINE FUNDING SOLUTIONS

- ❑ Networking in-person at events will be key in your process, but don't allow location to limit you in finding funding. Many online platforms have sprung up in the past years with verified investors and systems to fund everything from a specific product or project to a brand new startup. Check out AngelList, Gust and CircleUp and make sure to highlight your best metrics when uploading your business' profile to any of these sites. Also consider crowdfunding options like Wefunder!

09

FOLLOW THROUGH

- ❑ Between the actual business operations of your startup/scaleup and acquiring the funding you need - you may find yourself quite busy. But if you've made an appointment with a potential investor, follow through. Don't allow a potentially life-changing opportunity to pass you by simply because you lost track of time!

10

TRIPLE R

- ❑ When in doubt, remember you can't go wrong with the three R's. As an entrepreneur looking to acquire funding it is important to be:
 - Resourceful (Try business pitching competitions, ask friends and family, use networks and online platforms!)
 - Relational (Don't just talk about the money, find ways to connect! And don't pretend, just be you.)
 - Reputable (Give honest answers and build your reputation consciously.)

Keeping all three of these in mind will undoubtedly help immensely on your journey to acquire funding for your business. And of course, remember to enjoy the process!



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