

# 9 TRAITS TO EXCITE AN INVESTOR AND PROSPER

## WILL YOUR COMPANY GET INVESTOR INTEREST AND, MORE IMPORTANTLY, WILL IT PROSPER?

Too many companies I see pitching for investment pitch a product or a technology, not a company. Fixing the product pitch is a relatively easy task in comparison to fixing the business pitch, mainly because most businesses don't have a strategy or even a plan. Sorry, "build it and they will come" doesn't count.

### Test your company against this list to see if you are investment ready:

1. **A product that we understand** – the problem and the solution – no matter how complex the science is behind your company, it must have a simple explanation of the problem you solve for customers and the value you give your customers and end users.
2. **Validated market demand for the product** – if it's a new venture what third party proof do you have (eg. market research, etc) that people will buy your product at a price, you can make money from it. If it's in the market already, excite us about your sales growth story.
3. **A trend driving increased demand** – creating the "perfect storm" – what is going on in your target market that says this demand will continue and ideally increase?
4. **A sustainable competitive advantage** – how are you going to defend yourself against the competition when it wakes up?
5. **Clear, quantified metrics as to how the business makes money** – how well defined is your business – finance model? Can you model your sales process (eg. x dollars spent on Google ad words = y dollars sales)? At least understand the financial model and your capacity constraints.

6. **A clear and easily communicated business plan/strategy** – including go-to market – a clear and concise strategy and plan is a long way towards achieving greatness. Give us confidence you have a tangible way to reach customers and meet demand.
7. **An experienced team** – Nothing happens without a committed and well-equipped team. What relevant experience does your team have? Remember always employ people smarter than you.
8. **Clear return for investor** – is your valuation set at a point where the investor can actually make a return? Remember no exit plan = no investment.
9. **Fun people working on cool stuff** – fun and cool mean different things to different people – but like surfing the internet during worktime, it is obvious when it is, or isn't.

I consistently see in the New Zealand market place, time and time again, businesses get caught up with the product, technology or science and are wasting their efforts because they failed to stop and look at the bigger picture of a full go-to market plan and strategy.



This resource has been kindly provided by



If you have any questions, please call 0800 CHAMBER (0800 242 623).

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