

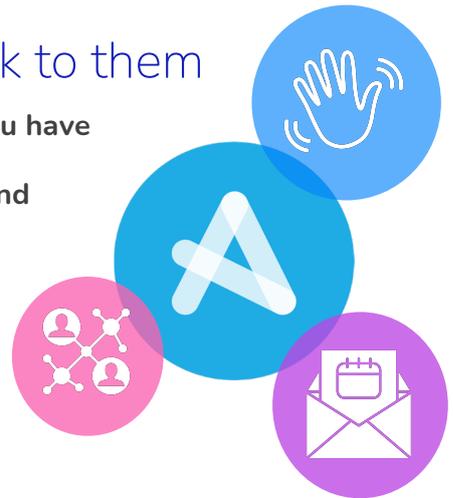
# How to find Investors

We need to find them before we can talk to them

You have decided that you want to secure equity investment. You have prepared your investment deck, financial models, created value propositions and introductions. Just one thing left, how do we find investors ?

Lets start with a difficult to digest point – often it will be easier to sell your product or pre product than it is to raise equity finance in your company. So what do you do to find investors ?

The UK is awash with early stage equity money, driven in a large part by the favourable tax breaks for investment for individuals. The UK is the most popular European destination for VC money.

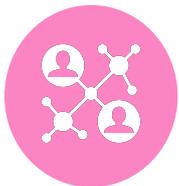


**Before you go fund raising**, make sure you understand why your company might be attractive to investors. Look at what information investors need and their expectations from you and your opportunity. There are several common places to find investors:

Networking Events  
Personal Network  
Accelerators

Advisors  
Investor Lists  
Platforms

Industry  
Support agencies



**Personal Network:** The big advantage of personal network, is that they can place a value on you and your ability to deliver. It helps to initially seek advice and build the relationship from there. Asking for money too quickly can kill enthusiasm for your company.

**Accelerators:** The back bone of Accelerators and Incubators is the *Demo Day* where investors will be invited to look at the companies they are working with. The investors understand that they are looking at early stage projects and often look to help companies they are interested in become more investor ready



**Events:** Both online and increasingly back to face-to-face investor events are awash on sites such as [eventbrite.co.uk](http://eventbrite.co.uk) or [meetup.com](http://meetup.com). The challenge with events is you need to be prepared to work the room and investors are often difficult to locate at these events as they often arrive incognito. Good prep work ahead is often needed

**Industry:** They can help you in many ways. This includes to prospective customers, but also senior managers often act as mentors to early stage companies in the sector. They are keen to understand what innovation is coming and how it might affect them and their employer. Often these relationships start as mentorship and transform into investment.





**Warm Introduction:** The best introduction is a warm introduction. Use your current network to make introduction. When you track down a potential investor, use your network to see who can make the warm introduction. Turn each investor meeting into a possible next step by asking the question *Who do you think would be interested in this opportunity?*

**Platform:** Several platforms show where investors made investments (e.g. *beahurst.com* and *crunchbase.com*). They are subscription based services that save significant amounts of time. Newer entrant *Shipshape.vc* uses investors social media feeds to provide insights on where investors are likely to invest next and how you are connected to them.



**Investor Lists:** Several open investor lists are available. One example being *openvc.app*. While public lists answer the question *Who should be interested* they still leave unanswered *how do I get their attention*.

**Advisors:** These are seasoned professionals who know what investors are looking for. They will help you prepare your material from the introduction email, through pitch deck and financial models as well as due diligence. They then offer warm introductions to suitable investors. Typically charge a monthly fee plus success fee.



**Support Agencies:** Funded by governments, these agencies often have dedicated teams to support you with your funding journey. They might be organised national, by geography, by sector etc., but the advice should be consistent across them. They often lack the resources to offer extensive time on any one company.

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**Follow Up:** Just like your normal sales process, you need to follow up on your meetings and track progress. Be wary of over slow responses, but equally do not over pester the investors. This is a difficult task to get right.

The typical approach is to send the investor a short email deck and request feedback. Use a CRM to manage the communications and consider an investment newsletter to keep your warm leads engaged.

You are going to receive many more rejections than engagements and when momentum builds up you often find many investors reengaging as the round closes.

