

Investing in YOU

1. Business Model and Market Opportunity

Investors will want a clear understanding of your business model: how you make money, who your customers are, and what problem you are solving for them. This is often articulated in a well-defined value proposition. Additionally, they want to know the size of the market opportunity, usually described in terms of Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM).

2. Financial Projections and Metrics

Investors need to understand the financial health and projections of the business. This often includes revenue forecasts, profit margins, cash flow statements, and other key performance indicators (KPIs). Financial metrics help investors gauge the potential return on investment (ROI) and the level of risk involved.

3. Team and Expertise

A capable and experienced management team can significantly de-risk an investment opportunity. Investors often want to know who the key team members are, what their backgrounds are, and how they are qualified to execute the business plan. A track record of success in related fields can be a strong point in attracting investment.

4. Competitive Landscape

Investors will want to know who the competitors are, how the company differentiates itself, and what barriers to entry exist for competitors. A unique selling proposition (USP), intellectual property, strong customer relationships, or other competitive advantages can make a business more appealing to investors.

5. Exit Strategy

Most investors are looking for a return on their investment, so they will want to know what the exit strategy is. Will the company aim for an acquisition, a public offering, or some other exit that will allow the investor to cash out their stake at a multiple of what they invested?