



up4distribution
your clever business solutions

Startup Challenge - Investor Search



SUMMARY OF THE 8-PART LEARNING CLIP SERIES

You want to raise capital for your venture? Our 8-part learning clip series and this slideshare will help you to successfully master the challenge "investor search". As an experienced startup accelerator, we provide founders and entrepreneurs with the most important tips for finding investors.

- Benefit from a well-developed ecosystem.
- A dream team: your startup and the up4d team.
- Efficient process design & transparency.



UP4DISTRIBUTION AT A GLANCE

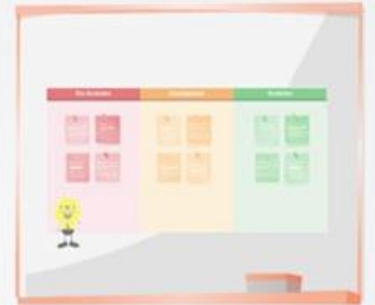
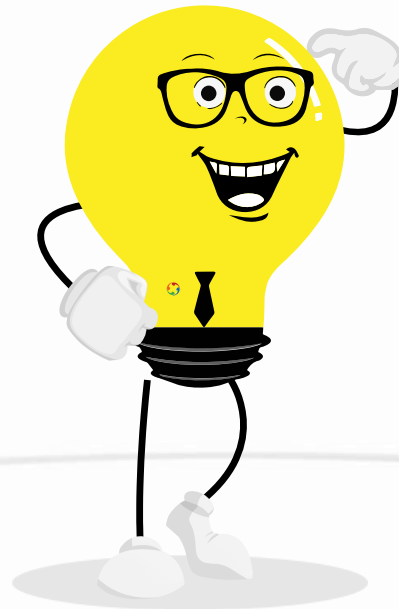
up4distribution is so much more than a simple consultant. As a globally oriented accelerator for startups, we take responsibility for the success of your investor search and beyond. We enable startups with smart and actionable concepts to act efficiently and target-oriented on the market.

We look back on 5 years of collaboration with over **70 startups** projects in more than **22 countries** and have built a great network of over **22,500 addressable investors**.

ENABLE YOUR MISSION with up4distribution and let's raise capital together.

MEETING TODAY
Investor Search

YOU ARE STARTUP MANAGER AND LOOKING FOR INVESTORS?



Clip 1 - NOT ALL INVESTORS ARE THE SAME





Select the investor leads carefully and according to their preferences.
Avoid to provide investors with unnecessary topics on the initial approach.

- Address the right investors appropriately.
- Prepare the investor data adequately.
- Be sure to pre-select investors expectations.
- Don't contact investors outside of their industry.



Clip 2 - THE INVESTOR PREFERENCES





Investors are dealing exclusively in their familiar segments. They remain true to their industry preferences, e.g. maturity level, ticket size, B2B or B2C and industry focus.

- Check the investor preferences. 
- Compare the investor portfolio to your start up. 
- No investor addressing via email (GDPR). 
- Spot your target investors on social media e.g LinkedIn. 

Clip 3 - THE STARTUP MATURITY





Investors are number oriented looking for an overview of the EBIT or break even projection.

A solid selection of target investors is absolutely worth it.

- Focus on facts and figures. 
- Present your company achievements, not your projects. 
- Follow the 3-minute-rule. 
- Avoid overdoing pitch decoration. 





Clip 4 - COMPANY VALUATION VS. COMPANY ASSETS

Investors are looking for collaterals, therefore it is essential to build trust. For this purpose, either the asset-based valuation or the discounted cash flow (DCF) company valuation are suitable.

- Prominently show your value-add. 
- Refer to the DCF or asset-based valuation. 
- Act in the common interest with the investor. 
- Avoid forecast-oriented valuations. 

Clip 5 - THE TYPES OF INVESTORS

Not all investors are the same. We differentiate between Business Angels, Venture Capitalist, Family Offices and Institutional Investors.

- Select according to the ticket size. 
- Consider the exit strategy. 
- Deal with different business models. 
- Don't treat all types of investors the same. 

Clip 6 - THE TYPES OF INVESTMENT

Investors focus and offer different types of investments. A few bootstrapping iterations would often change the negotiating position in favor of your startup.





- Differentiate between different types of investments.
- Keep equity in founders' hands.
- Negotiate "smart" with investors.
- Be proficient in equity management.



Clip 7 - THE OFFER TO INVESTORS





Complete your investor pitch documents with an offer to the investor.

Target investors are real entrepreneurs and striving for profit.

- Make an adequate offer to the investor. 
- Choose a ticket size that fits your startup. 
- Frame your offer in a smart and attractive way. 
- Don't sell yourself short. 

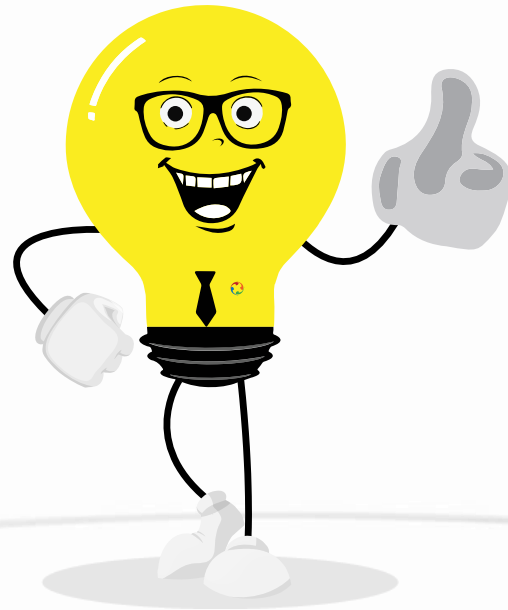
Clip 8 - THE INVESTOR PITCH

It's not a single person's choice whether your startup receives funding. Therefore you need the following documents: Teaser Pitch, Verbal Pitch, Full Pitch and Financial und Legal Overview.

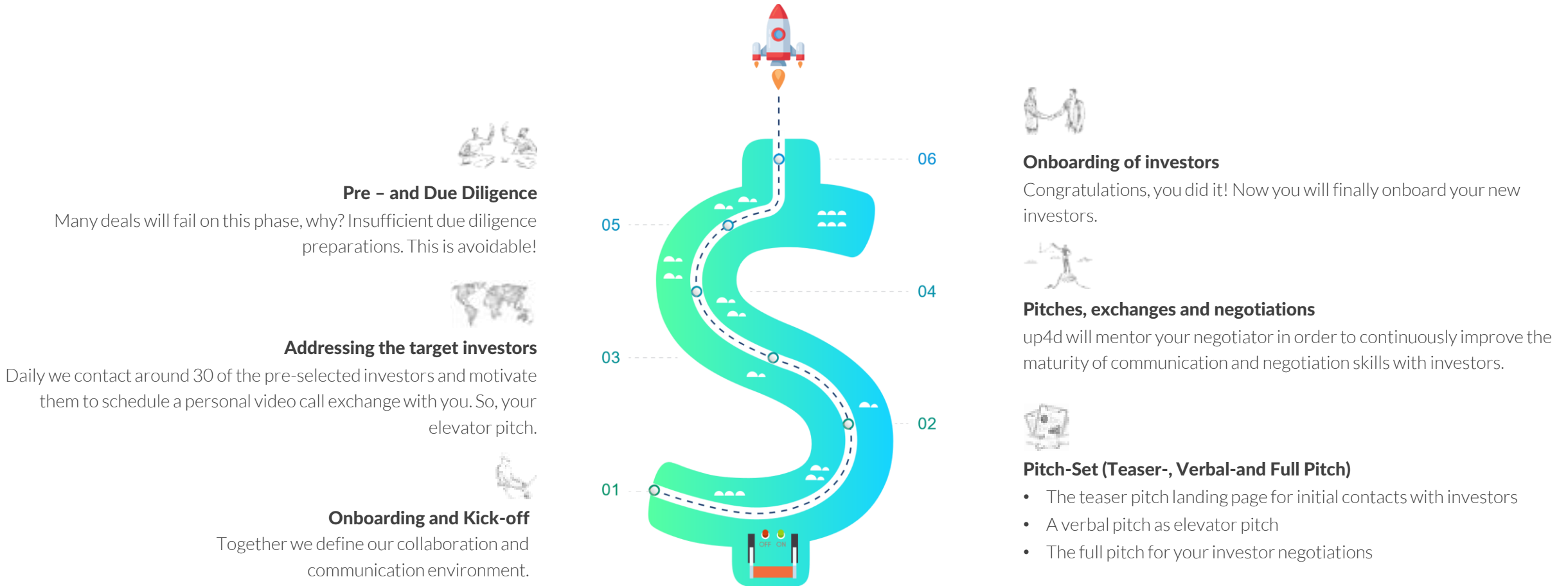
- Always have the set of documents ready. 
- Always provide role-appropriate information. 
- Don't address investors via email (GDPR). 
- Don't distract from the essentials. 

MEETING TODAY
Investor Search

**FINDING INVESTORS IS ALSO A
QUESTION OF EXPERIENCE.**



How does our investor search work?





up4distribution
your clever business solutions

We will love to accompany your investor search!

up4distribution, the experienced startup partner to find investors and beyond!

Additional questions?

Let's talk! We love to stay on your disposal and are looking forward to an exchange with you.



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Kistlerch



Book an e-appointment:
non-binding, 30 minutes brainstorming