



Investors – What Do They Want From You?

“Top-down” process

Disruptive technology

Emerging business models

Startups/founders

Betting on a **disruptive technology**

+

motivated **individuals**



Founder's personality is key

- ◆ True motivation bordering obsession as oppose to “exit” mindset
- ◆ Own skin in the game, whether invested or committed
- ◆ Ability and desire to invest a meaningful effort and accept the risks
- ◆ Minimally acceptable experience and skills



General principles

“How” is as important as “Who” and “What”

Minimizing the cost and duration of an experiment as oppose to “grand development”. Less initial resources lead to higher chances of success.

Aiming at fast results, ideally revenue. Long incubation leads to motivation decline. Loss of motivation is the most frequent startup failure causes.

Constant involvement, from frequent check-ins to hands-on participation.

Risk management and preparation for failure scenarios.

Focusing on product, not marketing.

«Unit economics» more important than scale.

Constant iterations as oppose to linear development.



Instruments



- ◆ «Sweet minority» in the range of 10-20% with preferences.
- ◆ «Convertible note» as oppose to equity on early stages.

- ◆ Syndicates with a leading or passive role.
- ◆ «Hands on» approach.

Questions?

