

## Prepare for investment presentations

**This is hardly a complete list so don't depend on it but we hope these tips help.**

1. **Inform yourself:** Make sure you understand how business investment and venture capital works the terms you will hear about and what they mean for you.
2. **Appoint an advisor:** or at least take some advice on what venture capital and other investors will expect and the legal conditions they may wish to impose; what they will and will not negotiate on if they offer you investment.
3. **Ensure you are ready;** venture capital investors and Business Angels are busy people who receive a lot of enquiries. If your not ready, key information is missing from your plan or you haven't considered what they are looking for you will be rejected.
4. **Investors don't like giving feedback;** there have been a number of court cases broad by rejected businesses. Investors don't have to give a reason for rejecting you.
5. **Prepare your finances get help if you need to;** cash flow forecasts and full financial accounts are needed and you will need help from an experienced corporate finance person. Not all accountants have fund raising experience.
6. **Know your business and its key numbers;** you need to demonstrate you have a grip of the essentials of the business, its customers, costs and margins including the returns you are promising investors.
7. **Ask for the investment;** but also know what you will return and just as importantly by when, in years!
8. **Know yourself and build a team;** know what you are good at and your weaknesses and demonstrate how you will build the management team around you even if you don't have it now.
9. **Be prepared for due-diligence;** you must be fully open with the investors from the start and ensure you have prepared the evidence to back up what your plan and presentation say/claim for you and the business.
10. **Take the investors advice;** or they wont bother with you. Most (not all Angels) are experienced investors and do it for a living. IF they do give any advice, take it.
11. **Be prepared to add some of your own cash;** even if you have already spent money to take it to this stage. Investors like to see a continued commitment from the management team too, if at all possible. Anyone who has a house with any equity in it at all can raise at least a few tens of thousands of pounds.
12. **Don't under-estimate what it takes;** most people ask for too little and then run out of money before they reach their goal or cash generation. Stress test your projections, the investors will.
13. **Decide what you want;** and where you want to take the business. Investors want to know what motivates you and that you have the drive to succeed. You also need to be sure investment capital meets your life goals.
14. **Choose your investor with care;** you are buying their money and help ensure you get someone or a group of investors, whenever possible, that you like and feel you can work with; hopefully its the start of a 3-5 year relationship that is of mutual benefit.