



HOW TO GET INVESTMENT

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USING THIS NOTEBOOK WHILE WATCHING THIS COURSE WILL HELP YOU KEEP TRACK OF ALL THE VALUABLE INFORMATION JON INGI SHARES.



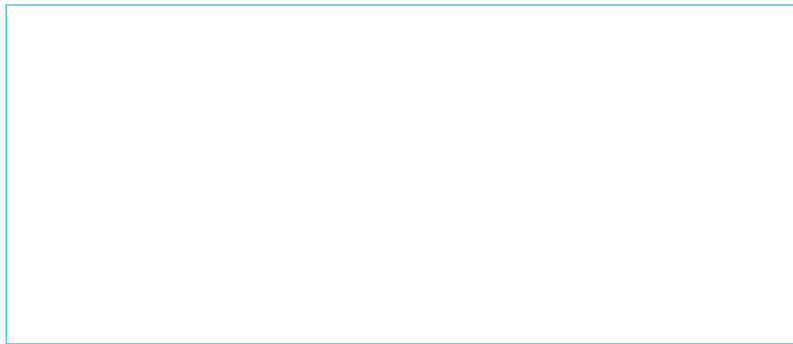
Remember to hit pause and write down:

- # Your reflections on how the different topics influence your company
- # Concrete things you need to do or find out to be able to take action
- # Good ideas that you will act on when looking for investment

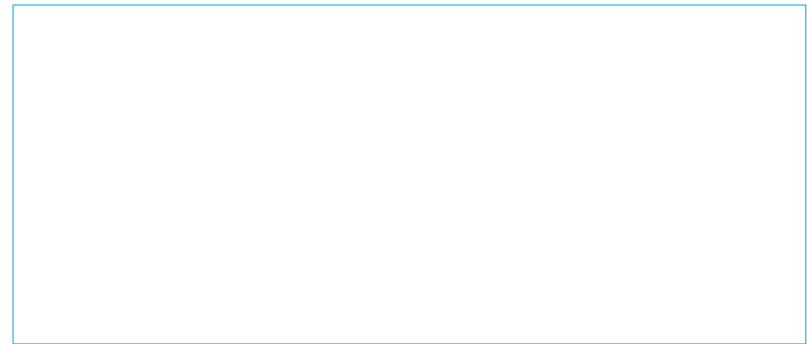
The notebook is divided into 8 chapters - one for each video.

#1 INTRODUCTION

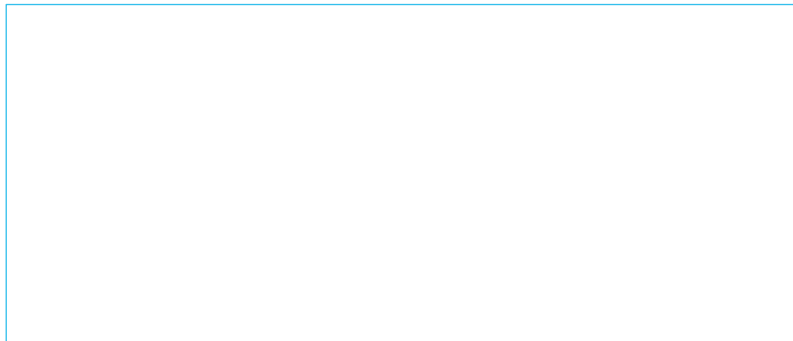
WHO IS YOUR FIRST CUSTOMER?



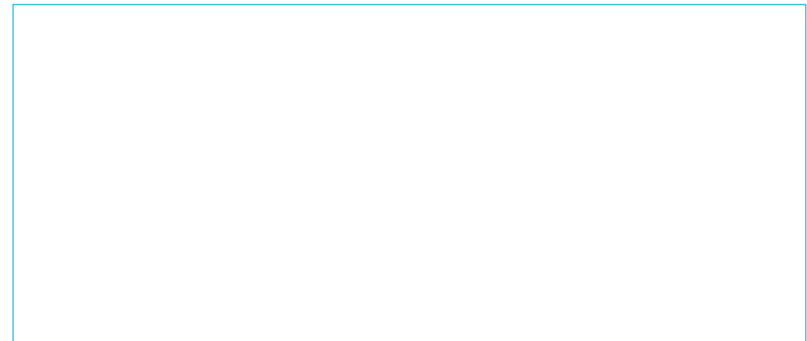
*WHY SHOULD THEY USE YOUR PRODUCT OR SERVICE
INSTEAD OF SOMETHING ELSE?*



WHO IS GOING TO USE YOUR PRODUCT OR SERVICE?



WHO ARE THE INVESTORS?

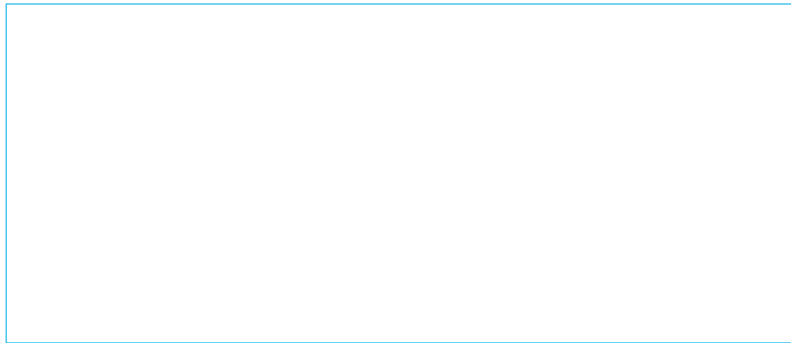


**INVESTORS ARE LIKE TEENAGERS
- THEY FOLLOW WHAT IS IN TODAY**

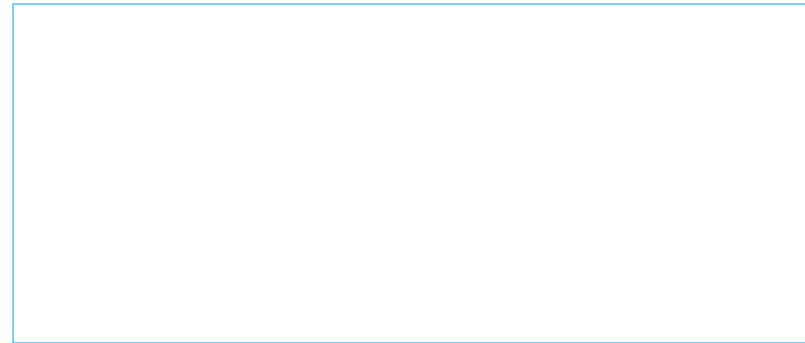
**THEY ARE SHORT ON TIME,
WANT TO INVEST AS LITTLE AS POSSIBLE,
EARN AS MUCH AS POSSIBLE
AND GET OUT AS SOON AS POSSIBLE**

#2 WHAT DO INVESTORS WANT FROM YOU?

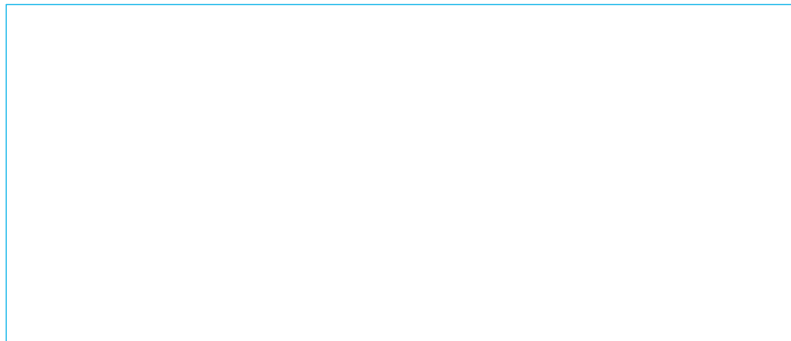
1. WHAT DO INVESTORS WANT FROM ME?



3. HOW DO I GET AS EARLY INTERACTION WITH THE OUTSIDE WORLD AS POSSIBLE?

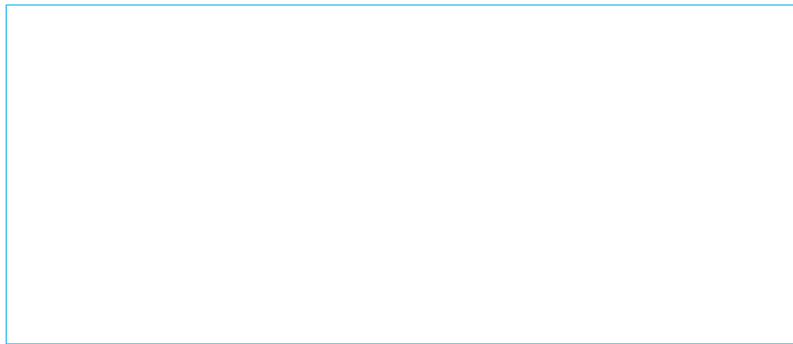


2. WHAT IS MY VIEW OF THE ROAD AHEAD?

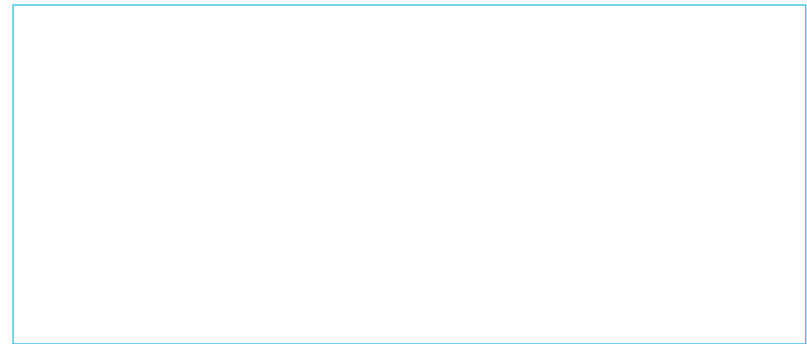


*MOST CORPORATES WANT TO HELP
- DON'T BE AFRAID TO ASK THEM!*

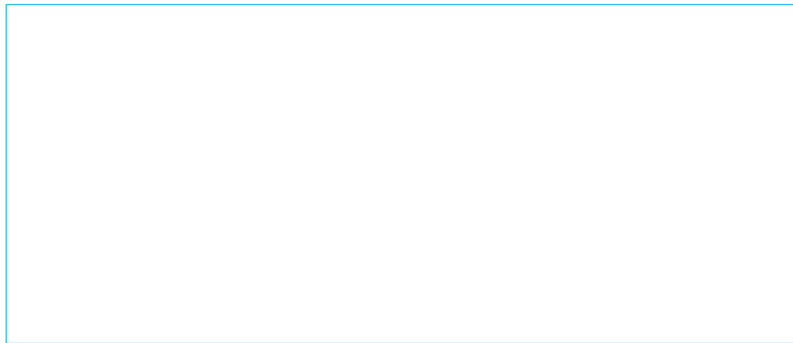
4. HOW DO I CREATE THE PULL EFFECT THEY DEMAND?



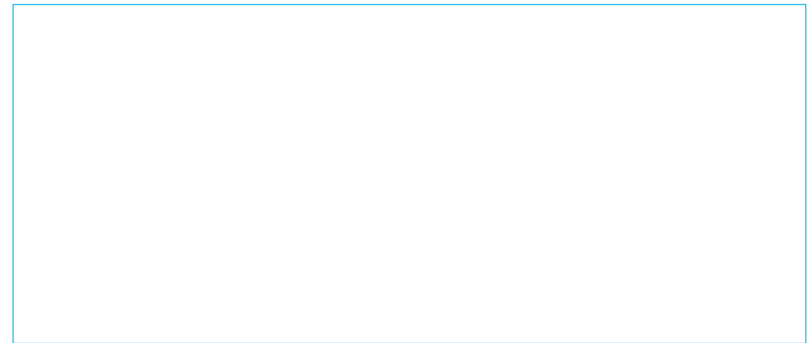
6. HOW AM I GOING TO PROTECT THE INVESTORS' INVESTMENT? WHAT IS MY PROTECTION STRATEGY?



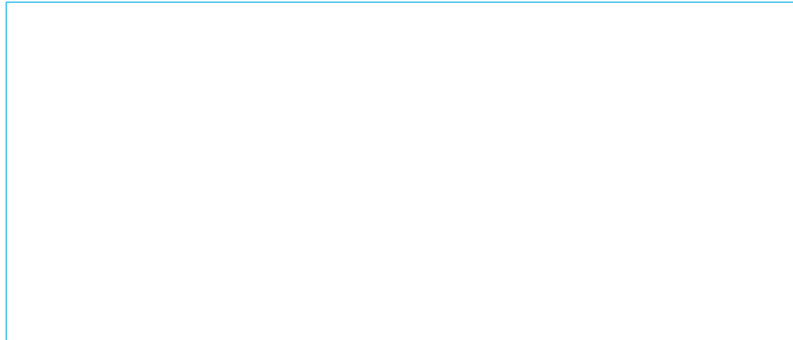
5. HOW CAN I DELIVER A SIMPLE PROCESS?



7. HOW WILL I ENABLE PRAGMATIC NEGOTIATIONS? WHAT IS MY EXIT VIEW?

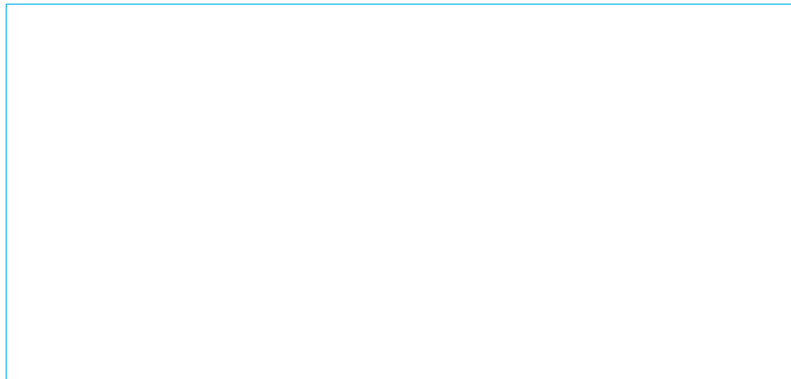


8. WHO IS THE CONTACT POINT IN MY COMPANY?



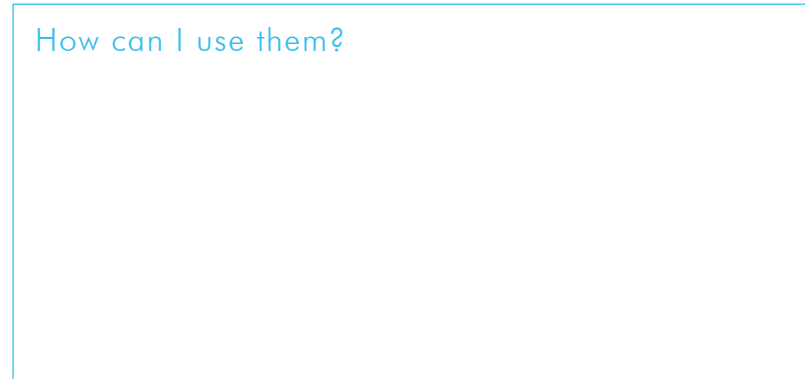
#3 WHO ARE THE INVESTORS?

1. WHAT CATEGORISES A BUSINESS ANGEL?

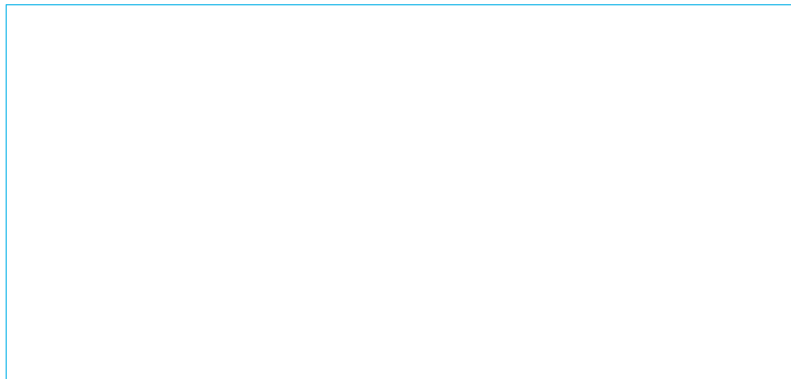


3. WHAT IS AN INCUBATOR OR ACCELERATOR?

How can I use them?

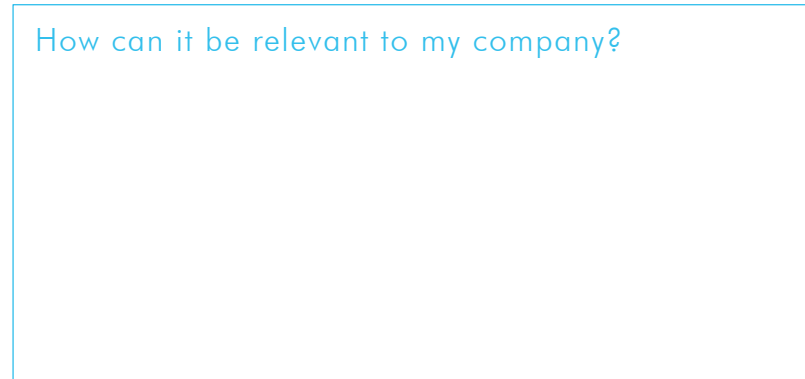


2. WHAT CATEGORISES A VENTURE CAPITALIST?



4. WHAT IS CROWDFUNDING?

How can it be relevant to my company?



#4 THE FIVE MOST IMPORTANT THINGS TO CONSIDER

- before you talk to the investors

1. WHAT IS YOUR ASK?

How much money are you asking for?

2. WHAT ARE YOU SELLING?

3. WHAT IS THE UPSIDE?

What can they expect from you?

What is the valuation of your startup company?

4. WHAT ARE THE RISKS?

Technical risks?

**INVESTORS HATE THE ANSWER
"THERE IS NO COMPETITION"
- THERE IS ALWAYS COMPETITION**

Commercial risk?

S. WHAT IS THE FULLY FUNDED CASE?

How much money do you need in total to realize your idea?

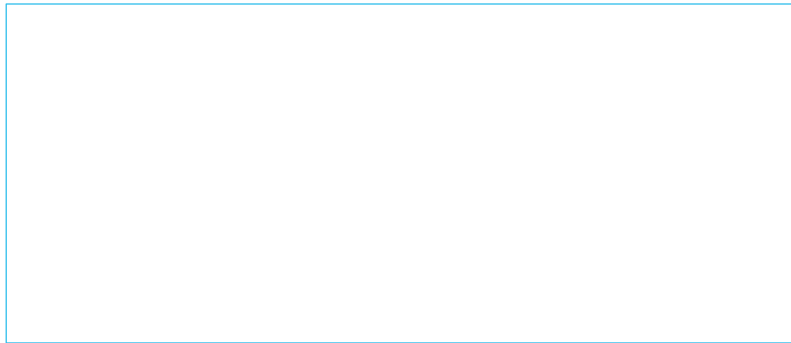
What you should know about investors?

What are the milestones and capital needs?

#5 THE EARLY STAGE INVESTOR'S BUSINESS MODEL

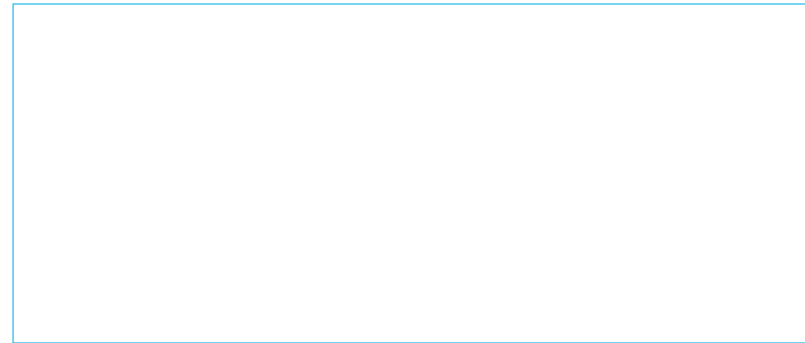
1. THEY WANT TO COLLABORATE

- WHAT DO YOU NEED TO DO FOR THIS TO HAPPEN?



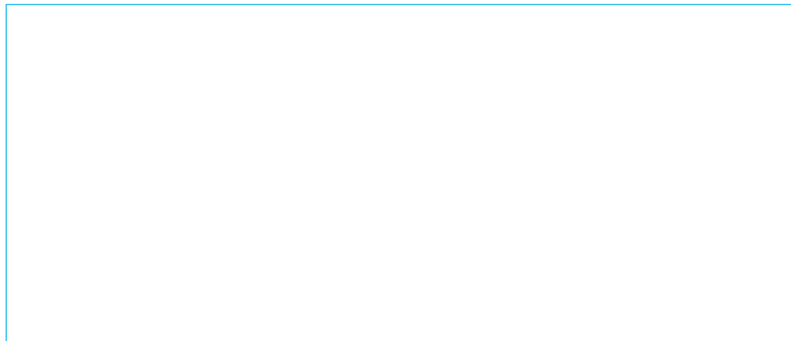
3. YOUR SUCCESS IS THEIR SUCCESS

- HOW CAN YOU MAKE THEM SHINE?



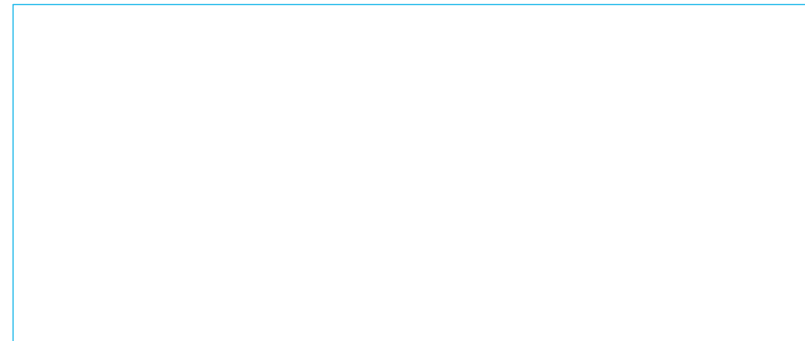
2. THEY WANT TO HELP YOU TO ESTABLISH YOUR COMPANY?

- WHAT DO YOU NEED TO DO FOR THIS TO HAPPEN?



4. THEY WANT AN EXIT

- WHAT IS YOUR EXIT STRATEGY?



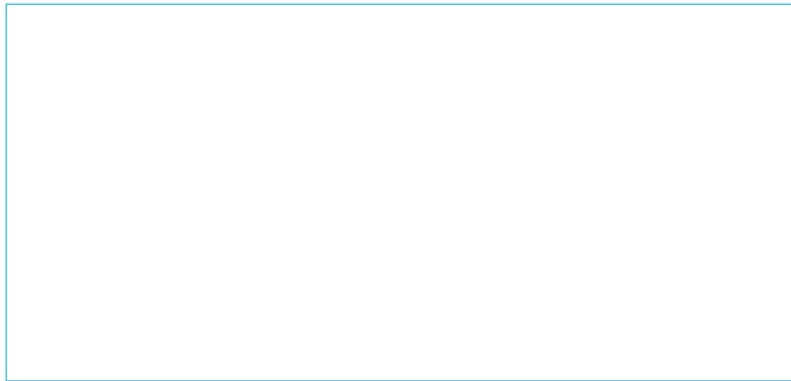
MAKE A LIST OF INTERESTING INVESTORS

Name	Company	Contact info
#		
#		
#		
#		
#		
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#		
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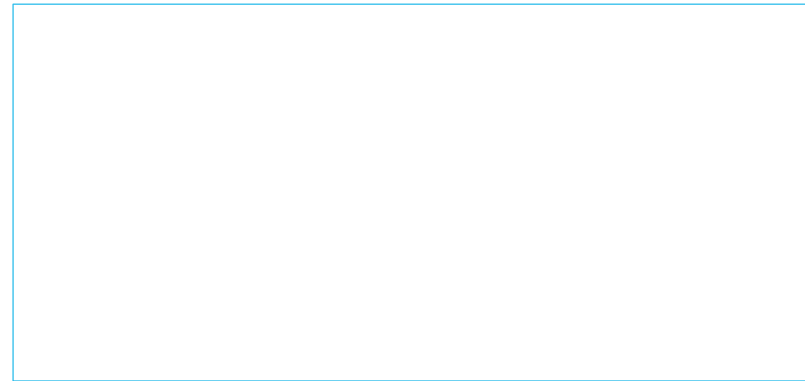
#6 YOUR PREPARATION

- Do this research for each of the investors on your list and customise your pitch deck accordingly

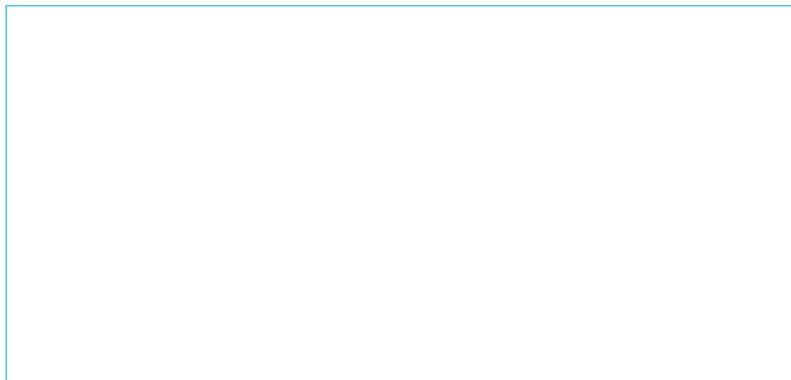
1. WHOM ARE YOU PRESENTING TO?



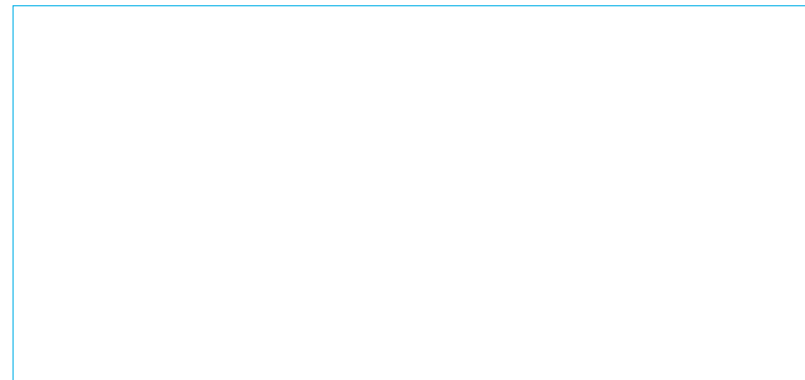
3. WHAT SIZE OF CAPITAL DO THEY PROVIDE?



2. WHAT IS THEIR INVESTMENT STAGE?



4. WHAT IS THE HORIZON OF THE INVESTMENT FUND?



THE PITCH DECK

WHAT ARE YOUR BASICS?

Your product or service

The technical data

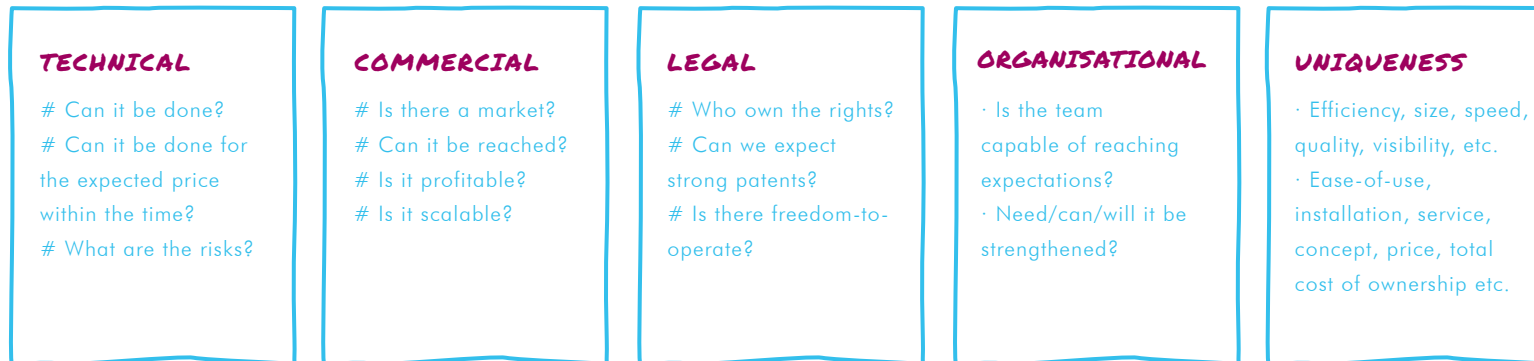
The commercial data / market info

FIND OUT WHY THEY INVEST?

DO DUE DILIGENCE

They look into everything about you. You should look into everything about them.

WHAT ALL INVESTORS ARE LOOKING FOR



They invest in YOU as a person and as part of a team. Who are you? - do due diligence on you. Present yourself and make them believe in you.

THE FUNDAMENTAL BUILDING BLOCKS OF THE PITCH DECK

1. TEAM

Who are they and what roles do they have?

3. PRODUCT AND VALUE PROPOSITIONS

Use the Value Proposition tool...



2. MARKET

Where is the market? What is happening in the market?

4. SCALABILITY

What will it take to scale your product or service?

5. EXIT

How do you exit the investment?

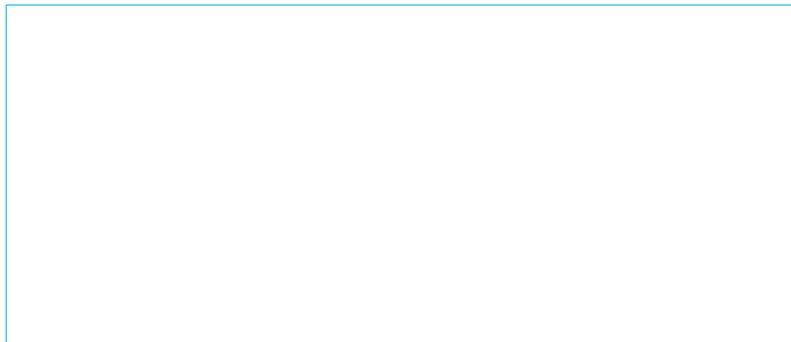
6. BUDGET

What is your capital need?

**THE BRIGHT SIDE OF BEING
AN ENTREPRENEUR
- EVERYTHING IS HUNKY DORY
AND WE ALL GET RICH!**

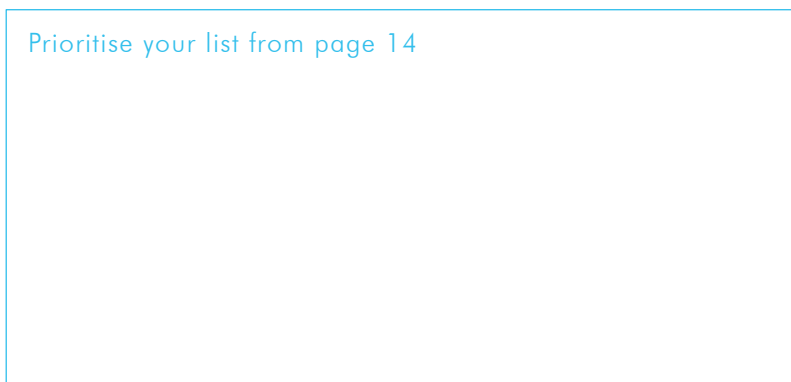
**THE DARK SIDE
- CONVINC ME!**

1. HOW WILL YOU CONVINCe THE INVESTORS THAT YOU ALL GET RICH?



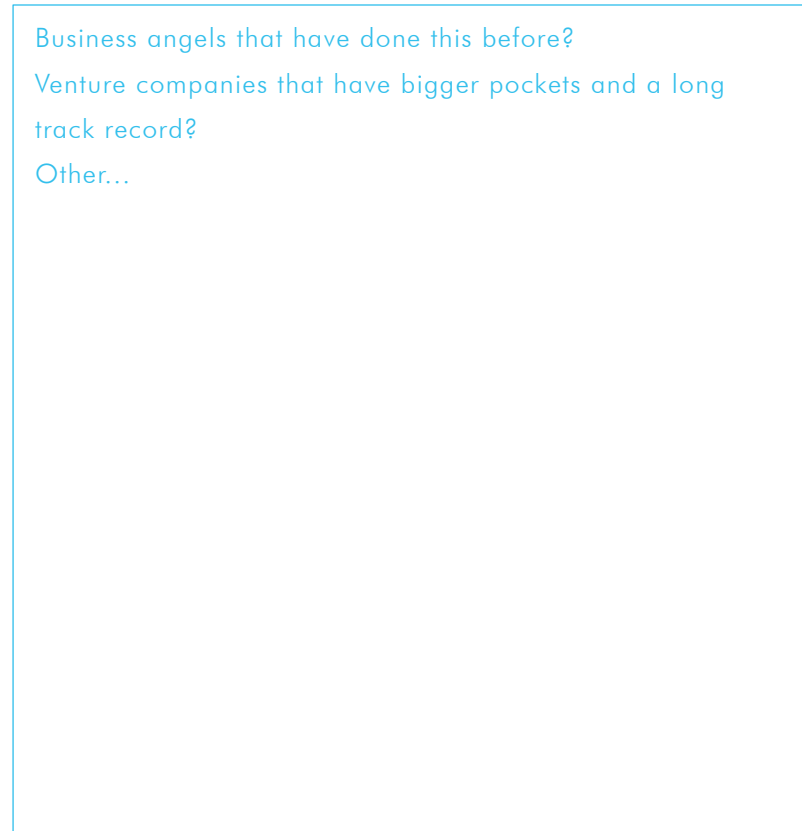
2. WHO ARE YOUR PREFERRED INVESTORS?

Prioritise your list from page 14



3. WHAT CHARACTERISES YOUR PREFERRED INVESTORS?

Business angels that have done this before?
Venture companies that have bigger pockets and a long track record?
Other...



OVERSKRIFT?

Name	Company	Contact info
#		
#		
#		
#		
#		
#		
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#		
#		

#7 THE INVESTMENT PROCESS

What do I need to do, for this to be an interesting investment for the investor?

Prepare and develop you action plan in dialog with the outside world.

WHO DO YOU NEED TO ASK WHAT QUESTIONS?

Make a list of people in your network and what questions to ask them. Make a realistic plan - be sure you can reach the milestone within the time frame and the capital given! See the Gantt Chart tool in the [Project management collection](#).



Name	Contact info	Question
#		
#		
#		
#		
#		
#		
#		
#		

WORST CASE SCENARIO

- YOU DO NOT REACH YOUR MILESTONES,
YOU DO NOT FOLLOW THE PLAN
AND YOU ARE OUT OF MONEY...

IF THIS HAPPENS TALK TO THEM AND BE HONEST

- INVESTORS DON'T LIKE BAD NEWS BUT THEY HATE SURPRISES!

DOS AND DONT'S

When working with investors



NEVER send a presentation to info@...

USE WARM INVESTORS - someone who has been recommended to you or otherwise are in your network .
Send them a one-pager with the essence of your idea

THE FIRST MEETING

The goal is to generate interest and get an invitation for the next meeting.

DO due diligence, look into the market and the technology. Send a thorough presentation.

THE SECOND MEETING

5-7 weeks later in front of a bigger group of people. Be prepared! Have a lot of slides AND a lot of backup slides. **DON'T** spend time stating the obvious - tell them something they don't know.

BE SPECIFIC about the problem and the solution you are offering

CONGRATULATIONS! - You now have an investment. Now comes the waiting time. **BE PATIENT!** - the worst thing you can do is to become irritated.

#8 THE DOCUMENTS

Don't comment on or sign anything before you fully understand it.

Get yourself a lawyer - budget for this out of the investment.



TERM SHEET (TS)

- a short document stating all the elements you agree upon.
- there to make sure that both parties are on the same page.
- same view on valuation, capital need.

Term sheet is not a legally binding document

- Look at it as a binding document
- It is very difficult to change later

INVESTMENT AGREEMENT (IA)

- the agreement that governs the investment
- how much money
- milestones or tranches
- valuation
- share price
- ownership

SHAREHOLDER AGREEMENT (SHA)

- the most important document
- there to regulate matters between all shareholders

ARTICLES OF ASSOCIATION

- the public document, filed with the public authorities
- the “rules of the game”
- all the most important things from the shareholders agreement must also be in the Articles of association.
- this is the document that stands if anything ends up in court.

THE WARRANTY CATALOGUE

- where you state that everything you have been telling the investors is true.

OTHER DOCUMENTS

Rules of procedure for the Board og Directors, CEO contract.

WANT TO KNOW MORE?



If you get stuck, you are always welcome to ask questions in the community. And remember to answer other members' questions as well!

No one should do things alone! Remember to reach out. There is always someone who has had the same experience and who is ready to help.



Many people have said and written wise words about the art of pitching.

If you are curious and want to dig deeper, there are links to books, TEDtalks and online resources in the [NUKIGA Library](#).



Finally, don't hesitate to contact us at academy@nukiga.dk if you have anything you want to share :)

TOGETHER WE ARE STRONGER, WISER AND RICHER!