



# TechSandBox™ – Accelerating Innovation

## Setting the Stage for Investors



# **INVESTORS ARE IN BUSINESS TO MAKE MONEY**

**And, they get asked for meetings  
by 100s every month**

**Even those who do not come close to meeting their criteria**





# DO YOUR HOMEWORK

**Add to your professionalism and credibility and ....** 



## **FIVE** PIECES OF INFO YOU NEED

- 1. KNOW VC/ANGEL INVESTMENT CRITERIA**
- 2. RESEARCH THE INDIVIDUAL INVESTOR'S PAST INVESTMENTS OR SPECIALTIES**
- 3. BE PREPARED BEFORE APPROACHING (WHAT ACCOMPLISHMENTS DOES EACH EXPECT; SEE #2)**
- 4. REFERRALS ARE BEST**
- 5. FIND THE CONNECTORS TO REFER YOU IN**

**Do you know what a VC is? And Angel?**

**INDUSTRY OR PRODUCT**  
**STAGE OF STARTUP**  
**\$ RANGE OF A TYPICAL FUNDING**  
**CO-INVEST? LEAD? ...**  
**IS THERE MONEY IN THE FUND?**  
**...**  
**PERSONALITY**

**TYPICAL CRITERIA**



# Some key resources for doing the homework

## 1. Angels:

- <https://www.angelcapitalassociation.org/directory/>
- <https://www.angelinvestmentnetwork.us/>
- <https://angel.co/venture-capital>

## 2. VCs:

- <https://techcrunch.com/2009/06/27/the-top-100-networked-venture-capitalists/>
- <https://www.entrepreneur.com/article/242702>
- <http://nvca.org/about-nvca/members/>





**IDEAS HAVE NO VALUE.  
ONLY EXECUTION DOES.**

**PLUS: I GUARANTEE 20 PEOPLE HAVE THE SAME IDEA**

**If you haven't really worked at  
this, don't waste anyone's time**



# OF COURSE INVESTORS WANT EVERYTHING PERFECT. DO AT LEAST 5 OF THESE BEFORE YOU TRY TO MEET ONE:

1. Have gotten feedback from 2-5 customers (prospects)
2. Have a Lol or quote or ...
3. Have a prototype
4. Understand your competitive advantage
5. Know how you'll make money and from who
6. Have a team
7. Have F&F funding
8. Have a background I the industry and connections
9. Have done this before (outcome not as important)
10. IP ...





Find connection points (connect the dots)

# A FEW LINKEDIN TIPS

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- Buy the professional edition (\$500/yr)
  - In mail
  - Advanced searching
  - Who's viewed you
- Join Groups (50 allowed)
  - Gets you to >2 degree connections directly
- Find friends/colleagues past and present
- You can do amazing searches
  - Industry, title, company, geography,...

**Shameless plug: there are a lot of organizations in New England with Business Plan Competitions and Pitches, Investor Panels, ... or Accelerators and Incubators.**

**USE US!**

