

Smart Investors Evaluate the Founder More Than Their Pitch.

Here's How You Can Persuade Them You're Investable.



Our mission is to empower you with the knowledge and skills you need to succeed in today's dynamic business landscape. To thrive in the world of investment, it's not just about presenting a brilliant business idea; it's about showcasing yourself as an investable founder. With over a decade of experience, we've learned that it's the founder who often takes center stage. So, what qualities are discerning investors seeking in you?

1. UNWAVERING DETERMINATION TO SUCCEED

Successful entrepreneurs possess an unparalleled drive to excel. Whether your motivation stems from personal growth, improving the lives of millions, or both, ensure your determination runs deep. Entrepreneurship demands relentless decision-making, calculated risk-taking, and embracing failures as stepping stones to success. Those who consistently make the right calls, manage risks adeptly, and transform setbacks into opportunities stand out. It's not a sprint but a marathon, and resilience is the key.

2. INSATIABLE CURIOSITY

Remaining endlessly curious allows entrepreneurs to perpetually seek new horizons. Instead of settling for what you think you know, demonstrate your penchant for asking challenging questions and exploring uncharted territories. A healthy dose of skepticism, particularly regarding technology, can be invaluable. On one hand, you should possess the ability to scrutinize things from a quality perspective, while on the other, you must focus on solving real problems. Question everything. Combine curiosity with a willingness to challenge established norms, and you might uncover groundbreaking innovations.

3. COMMITMENT TO BUILDING AN EXCEPTIONAL TEAM

In the early stages of entrepreneurship, you may find yourself wearing many hats. However, to scale and eventually exit your venture, assembling a stellar team is crucial. This extends beyond co-founders to encompass your entire management team. Recognizing your limitations and seeking specialists who excel in areas where you don't is invaluable. A humble, ego-free approach to team building is golden.

4. PRIORITIZING EXECUTION OVER IDEA

While novel ideas are always welcome, the ability to execute them is paramount. A remarkable team can turn a mediocre concept into greatness and a good company into a great one. Investors are keen to assess your execution capabilities, particularly your product and technical leadership with domain expertise. If you're venturing into a specific market or ecosystem, having substantial experience in that domain is highly advantageous.

5. GOOD OLD-FASHIONED HARD WORK

The entrepreneurial journey often entails long hours and unrelenting dedication. Balancing the responsibilities of running a startup and securing investments simultaneously is no easy feat. A solid work ethic is essential, and history shows that those who invest more time and effort usually reap greater rewards. Investors will undoubtedly be scrutinizing your commitment and work ethic.

6. MASTERFUL STORYTELLING

The power of storytelling cannot be underestimated. Articulating a compelling vision, mission, and personal narrative during your investment pitch can work wonders. Elon Musk's vision for Tesla is a prime example of persuasive storytelling. Captivating storytelling, coupled with a firm grasp of your financials, can be the key to securing the funds you need.

We emphasize the significance of evaluating founders alongside their ideas. Wise investors understand that the qualities, determination, and character of an entrepreneur often play a more pivotal role in the success of a venture than the initial concept. By embodying these traits and principles, you can persuasively convey your investment worthiness to potential backers.