



Get Investor-Ready!

Learn the tried and tested formula to raise funding for your business.



When building a business, it is important to think the way investors think. And to think big!

Sarah Dusek





IT'S TIME TO TAKE ACTION!



Hi, I'm Sandras Phiri. The CEO and founder of Startup Circles. I'd like to welcome you to the Get Funded Summit.

Part 1: Why you want to build an investable business

Checklist for part 1:

- ☐ I have defined my why.
- ☐ I know if I want a lifestyle or a growth business.
- ☐ I have defined the type of problem I want to solve.
- ☐ I have established which type of business I want to build.
- ☐ I have defined what impact I want to make.
- ☐ I understand how my business can benefit from investors.
- ☐ I know what stage my business is at.

Answer the following questions to accurately complete your checklist for part 1

What is my **why** (reason)?

- What do I want to be?
- What do I want to do?
- What do I want to have?

What is my **motive** (outcome)?

- Do I want a lifestyle business?
- Do I want a growth business?

What type of **problem** do I want to solve?

- Do I want to solve a personal problem (B2C)?
- Do I want to solve a business problem (B2B)?
- Do I want to solve a societal problem?

What type of **business** do I want to build?

- Do I want to be self-employed?
- Do I want to build a small business?
- Do I want to build a scalable startup?
- Do I want to build a corporate business?
- Do I want to build a non-profit business?

Size of impact and growth?

- What is the size of the impact I want to make?
Remember that greater capital equals greater impact.
- What is the size of the growth I am aiming for?
Remember that investors are looking for at least 10x growth.

What type of investor/funding do I want to attract?

- Do I want to attract an Angel Investor?
- Do I want to attract Venture Capital?
- Do I want to get a grant?
- Do I want financing through a bank?
- Do I want financing through my personal network?
- Am I able to finance my business and growth through sales?

What are the trade-offs of attracting investors?

- Do I value control over attracting investment (King vs Rich)?
- Do I want to own a small business on my own or a share of a larger business?

How can I benefit from investors?

- Do I need extra funding to grow my business?
- Do I need experience and expertise to grow my business?
- Do I need professional connections to grow my business?

At what stage is my business?

- Am I at the pre-launch stage?
- Am I at early-stage?
- Am I at the post-revenue stage?
- Am I at the scaling up or growth stage?
- Am I at maturity?



What is important to all businesses
is the need to build strong unit
economics at the foundation

Eric Osiakwan



Part 2: The 4-Factor Formula

Checklist for part 2:

- ☐ I have given myself a score out of 10 for factor 1 – The Entrepreneur
- ☐ I have given myself a score out of 10 for factor 2 – The Business
- ☐ I have given myself a score out of 10 for factor 3 – The Market
- ☐ I have given myself a score out of 10 for factor 4 – The Environment
- ☐ I have used the following equation to calculate my investor readiness:
- ☐ $[(E + B + M + V)/40] \times 100\%$
- ☐ If my score is below 60%, I have identified the elements that need work for me to improve my investor readiness rating.

Answer the following questions to accurately complete your checklist for part 2:

The Entrepreneur:

- How teachable am I?
- How can I become more teachable?
- How resourceful am I?
- How can I become more resourceful?
- How hungry am I?
- How can I become more hungry?
- How passionate and focused am I?
- How can I become more passionate and focused?
- How resilient am I?
- How can I become more resilient?

The business:

- How scalable is my business?
- How can I restructure my business to make it more scalable?
- Does my business have traction?
- What next action must I take to increase traction?
- What is my competitive advantage?
- Is my competitive advantage convincing enough to cause customers to move to my business?

The market:

- Is the problem that I solve pervasive enough to result in continuous business?
- Is the market I am targeting large enough for exponential growth?
- What is the current trend in my market?
- Can I realistically beat the competition in my market?

The environment:

- Does the current political environment affect my business?
- If yes, in what way?
- What are the specific country conditions that will require me to adjust or tailor my business?
- In what way will I need to adjust my business to meet these conditions?
- What is the impact of Covid on my business?
- How can I adjust or pivot my business to make it through the Covid climate?



*When starting out, create the
right traction quickly to show
that you have a valid idea.*

Lelemba Phiri



Part 3: What do investors look for in a business?

Checklist for part 3:

- ☒ ~~I have rated myself on a scale of 1 to 10 for each of the key areas investors look at.~~
- ☐ I have explored different strategies I can use to make my business scalable.
- ☐ I have researched and defined my Market.
- ☐ I have calculated what my EBITDA is.
- ☐ I have defined what I am looking for in an investor.

Answer the following questions to accurately rate your business in each key area for investment:

1. Team

- Do you have the experience and skills needed to run and grow your business?
- Do you have someone in the role of generating sales (the hustler)?
- Do you have someone in the role of generating the solutions (the hacker)?

2. Problem and Vision

- Have you clearly defined the problem you aim to solve

3. Value proposition

- Do people agree with the way you plan to solve your problem?

4. Product

- Do you have a clearly defined product or service you plan to/are selling?

5. Market

- How big can your market be?

6. Business Model

- What is your revenue model?
- Do you have price flexibility?
- Are your margins high?
- Are your sales consistent and growing?

7. Scale

- Can you grow your business to a larger market without dramatically increasing your cost?

8. Investor exit

- Do you understand that investors need an exit?
- Do you have a plan for how this will happen?

9. Traction

- How much traction have you got?
- Are you making a lot of sales to people you do not know or are not connected to?

Part 4: How do you stand out to investors?

Checklist for part 4:

- ☐ I have defined the problem, solution and key offering
- ☐ I have defined my business model and explained how I make money
- ☐ I have identified my competition
- ☐ I have identified my secret sauce
- ☐ I created my my one-line pitch
- ☐ I have created my 10 slide pitch deck
- ☐ I have used design to enhance my pitch deck

Answer the following questions to complete your checklist for part 4:

- Is the problem you have defined the one that your product/service directly solves?
- How will you solve the problem you have defined?
- How will customers use your product/service?
- How does your company plan to make money?
- Have you defined the unit economics for your money-making model?
- What traction do you have to date?
- How have you pivoted your business or what lessons have you learned?
- Do you have any licenses, approvals or MVPs that indicate a forward momentum in your business?
- Do you have a clear idea of who your competition is?
- What differentiates you from your competition?
- What experience does your team have that directly relates to the solution you are providing?
- How much money do you want to raise now?
- What are you going to use that money for and what milestones will be achieved?
- What are your general terms for investment?