



Investor Readiness Masterclass

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WHY BUILD A BUSINESS?

- What are your dreams?
- Imagine your life when you reach your dreams

WHAT DO YOU WANT TO BUILD?

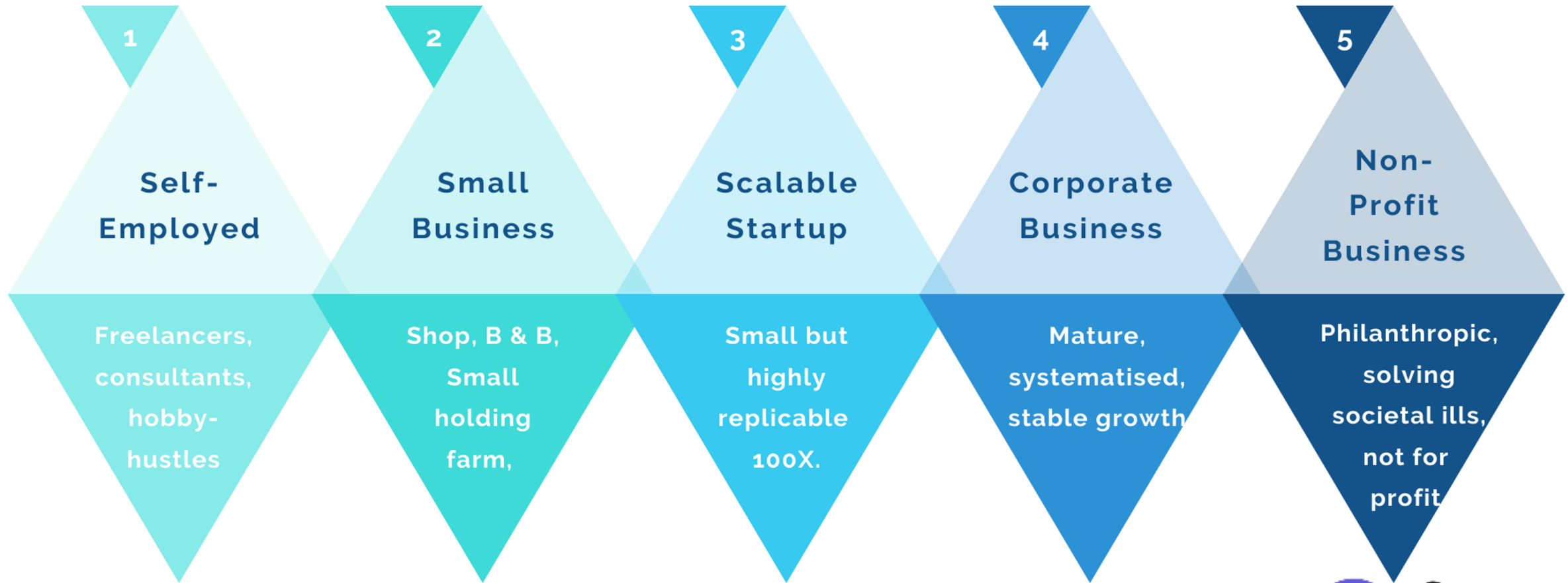
- Lifestyle business
- Growth business

TYPES OF PROBLEMS BUSINESSES SOLVE

- Personal problems (B2C)
- Business problems (B2B)
- Societal problems

Types of Businesses

Which one are you building?



ONE-LINE PITCH TEMPLATE

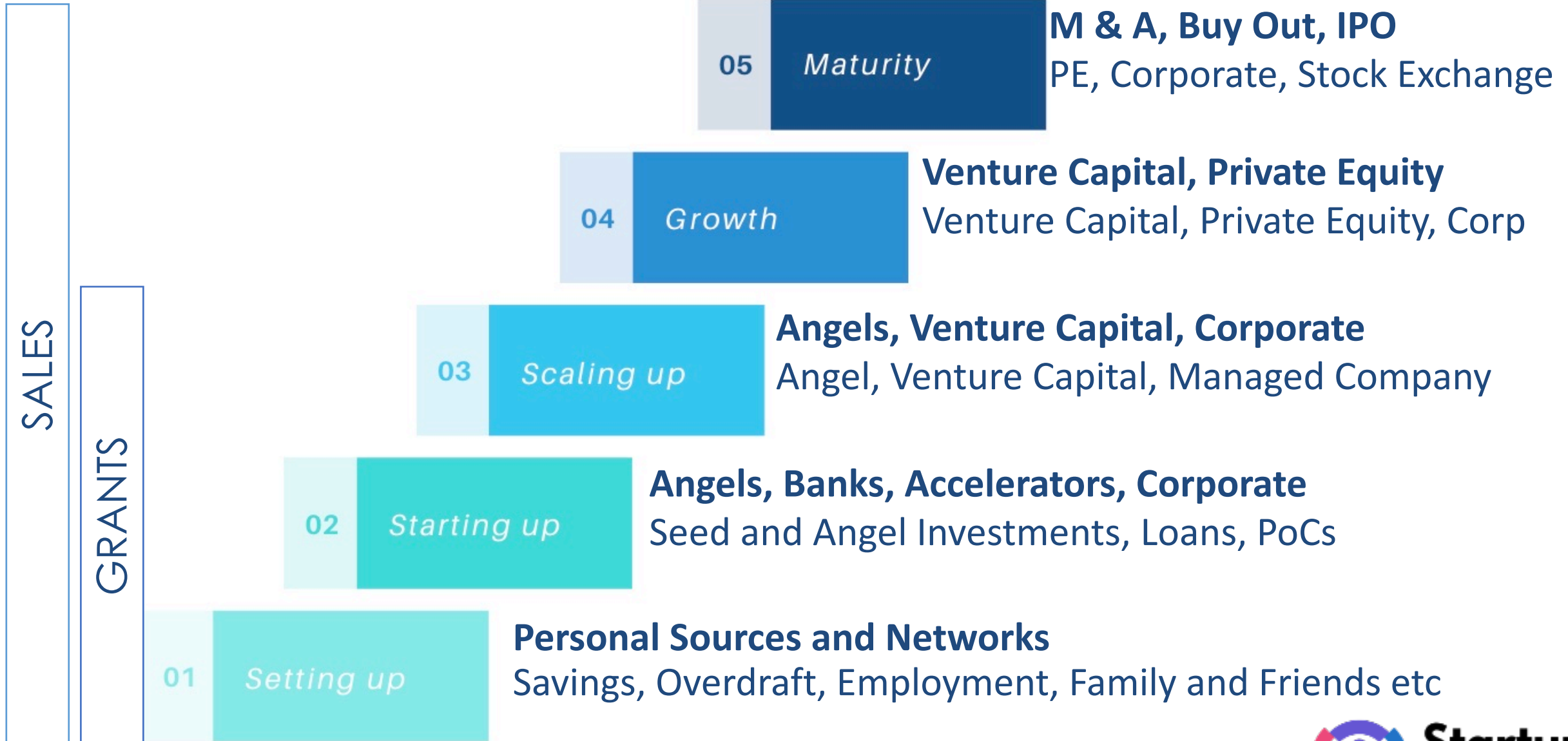
< Your Company Name >
is building/provides
< specify your key offering >
that enable(s)
< define your target market >
to
< outline the problem you solve >
by
< describe your 'secret sauce' >
We make money by
< describe your business model >

ONE-LINE PITCH EXAMPLE

<Startup Circles>
is building/is a
< practical business school >
that enable(s)
< early stage entrepreneurs >
to
< grow their businesses >
by
<equipping them to access capital>
We make money by
< selling programmes >

Types and Sources of Financing:

by typical stage of business



WHY IS IT DIFFICULT TO IMPRESS INVESTORS?

Cold facts

- 90% of new startups fail.
- 75% of venture-backed startups fail.
- Under 50% of businesses make it to their fifth year.

MISTAKES BEGINNERS MAKE

- Not explaining the solution in a few words
- Asking investors to Sign NDA
- Thinking **just** your idea will excite them
- Sending business plan or executive summary
- Saying you don't have competition
- Talking too much and not listening enough

4-FACTOR FORMULA

DRIVER + VEHICLE + ROAD + WEATHER

ENTREPRENEUR + BUSINESS + MARKET + ENVIRONMENT

The ENTREPRENEUR (DRIVER)

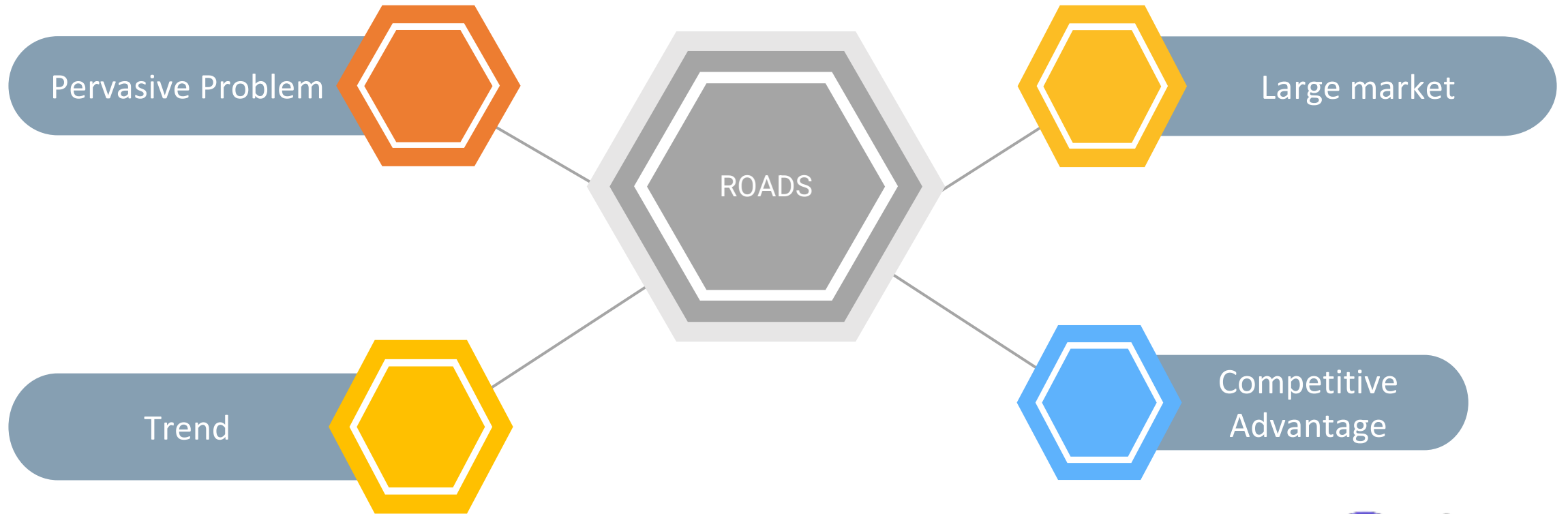
5 Desirable characteristics



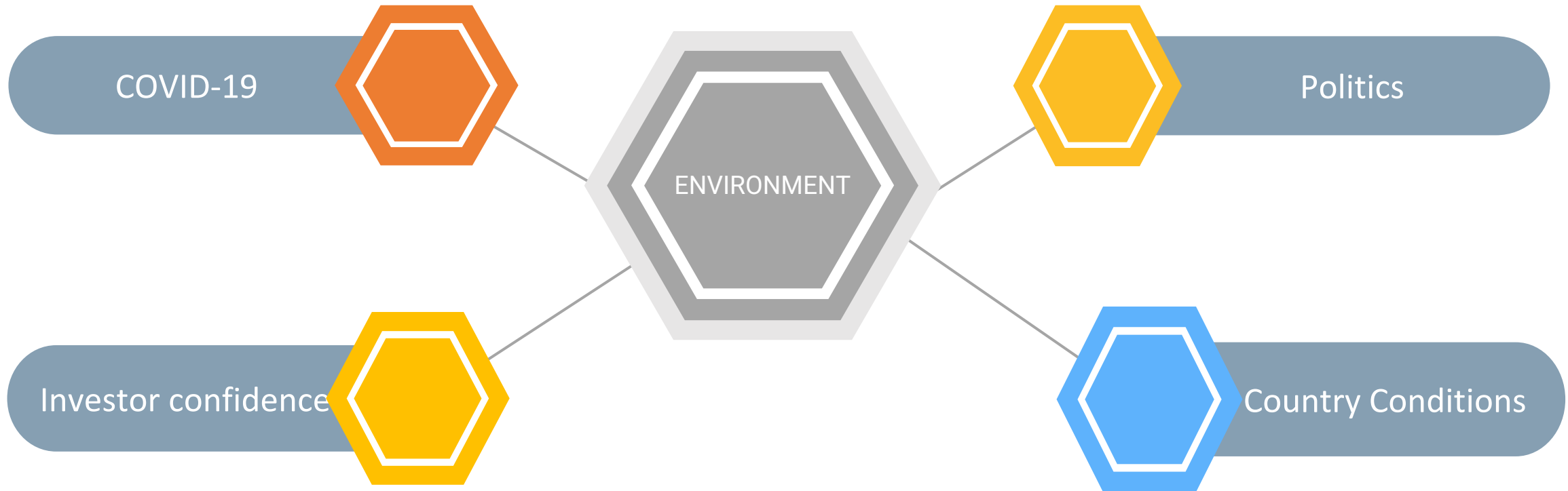
The BUSINESS (VEHICLE)



The MARKET (ROAD)



The ENVIRONMENT (WEATHER)



DRIVER + VEHICLE + ROAD + WEATHER

ENTREPRENEUR + BUSINESS + MARKET + ENVIRONMENT

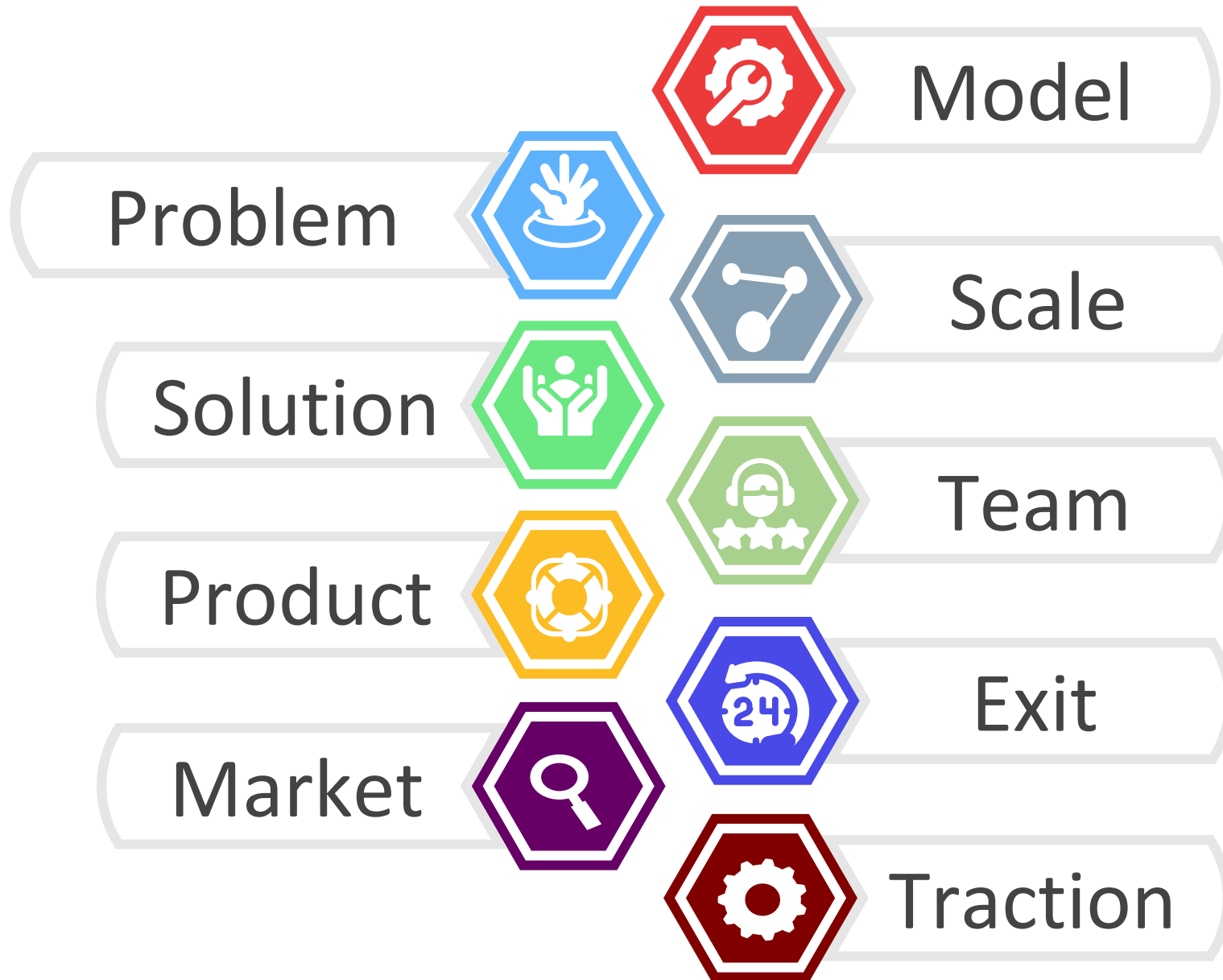
$$[(E + B + M + V)/40] \times 100\%$$

Rate each on a scale of 1 to 10

WHAT INVESTOR LOOK FOR

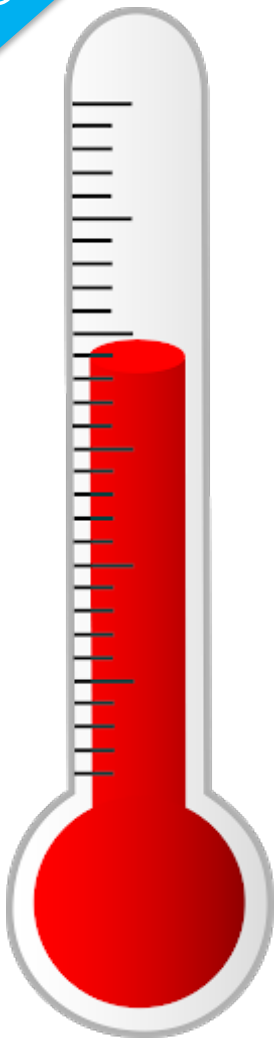
- Growth potential
- Scalability
- Great horses and jockeys
- Understand your value proposition
- Traction

9 Key areas investors assess



Your Current Picture

SELF-ASSESSMENT: 9 KEY AREAS



5									
4									
3									
2									
1									
Temp	Problem	Solution	Product	Market	Model	Scale	Team	Exit	Traction

The challenges that Investors Face

- No time
- Receives 30+ Pitches per Day
- Have funds to invest, but not enough appropriate companies

Common mistakes beginners make

- Wrong Investor
- Long unclear emails/ messages
- Long business plans
- No online presence

How to Find Investors

- Angel Investment Networks / Lists
- Angel / Venture Capitalist Investors on LinkedIn
- Research
- Introductions
- Startup Circles

How to Introduce yourself

- Creatively Engage with them - twitter, events!
- Brief Intro
- One line pitch
- Something to make you stand out!
- **Only ask for 1 thing**

10-Slide Pitch Deck



- Title

Name of your company and your ONE line pitch or simple description of what your company does.



2. Problem

- ▶ Define the real problem/need you're solving and for who.

Story

- ▶ You can use a story to frame the problem

IMPORTANT

- ▶ The problem set the stage of your entire pitch.
- ▶ It must be the problem your solution/product solves

3. Solution

Describe how you envision to solve the problems you previously shared.

WHY NOW

What are the trends these days that make your product or service possible?



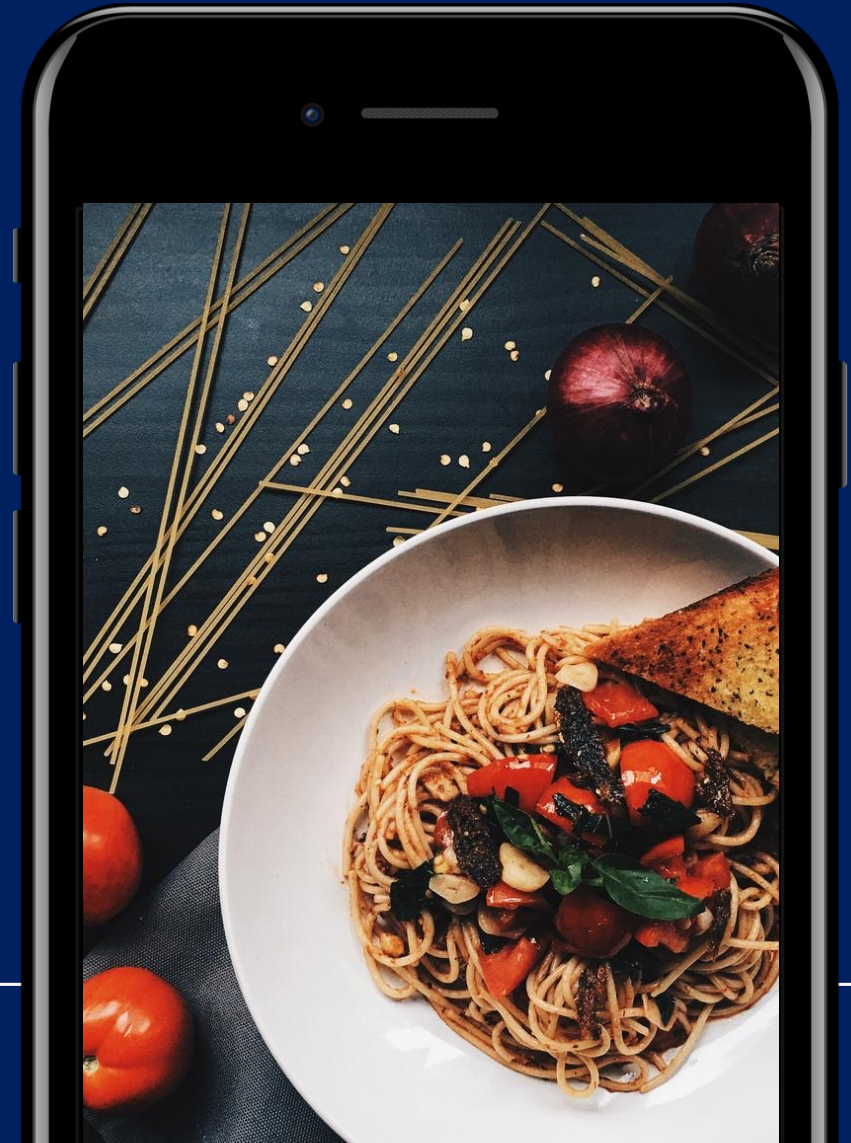
IMPORTANT

- ▶ The solution is not your product.

4. Product

Show how customers use your product or service.

Show screenshots/ diagrams/ demo





5. Market

Show how big the market is and the portion of the market you are targeting

You can show growth trends

Size the Market

You can apply the two ways to size the market - top down or bottom up. For now top down will do

Total Available Market
(TAM)

1.9
Billion

Serviceable Available
Market (SAM)

53 M

Serviceable Obtainable
Market (SOM)

10.6M

6. Revenue Model

Show the ways your company plans
to make money. ◀



Focus on one main method, such as
subscription, ads, and transactions. ◀

Show your unit economics
 $\text{Revenue} - \text{cost} = \text{margin}$ ◀

7. Traction

What have you done, achieved or learnt that proves that your startup is going somewhere

Revenue and # of customers to date

Pivots/Lessons

Licenses, approvals, MVP etc



IMPORTANT

- ▶ This is the most important slide

TRACTION SPEAKS LOUDER THAN WORDS

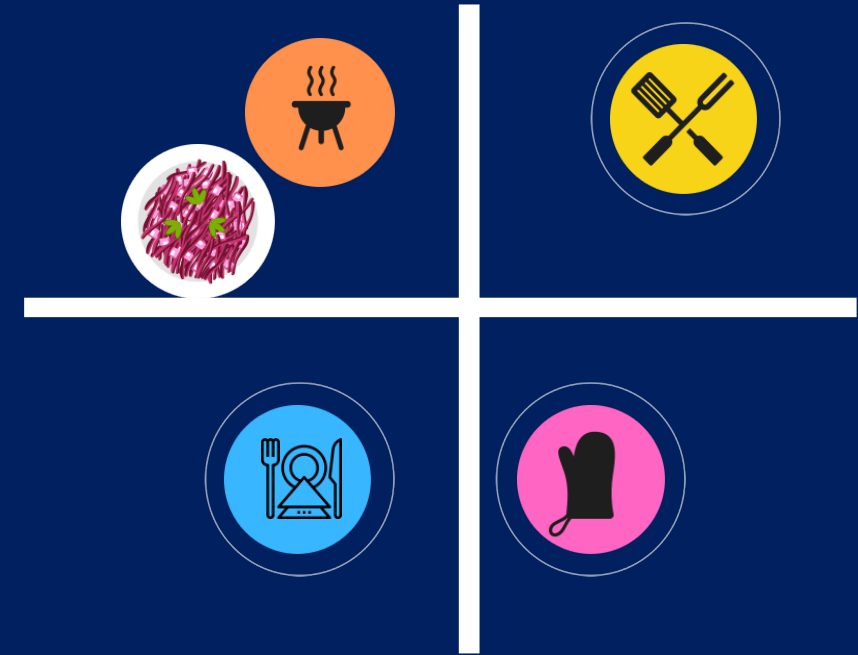
8. Competition

Power grid

	YourCo	Comp 1	Comp 2	Comp 3
Benefit 1				
Benefit 2				
Benefit 3				
Benefit 4				
Benefit 5				

Who are your competitors, why have they succeeded, and how do you truly differentiate from them?

Magic quadrant



IMPORTANT

- ▶ You always have competition



9. Team

Show your team and
relevant experience and
qualifications



Team Member 1



Team Member 2



Team Member 3

10. Investment Ask

State how much Capital you are raising,
and with what general Terms: Equity, Debt, Convertible Note

What milestones do you want the investment to help you
reach (important)

What are your key Use of Proceeds (as % of total raise)

