



How to Sell to Investors

A Sales Approach to Closing Investor Deals

An Angel to Exit Short Course

Outline

- Investors as customers
- Seeing it through their eyes
- Developing your GTI Plan
- Tools of the trade
- Case studies
- More Investment – Less Effort



Step	Time (Days)	Min < Quantity < Max	S/ea	Hrs/ea	Min < Cash Flow < Max	Min < Hrs < Max	Success %	+/-	Min < Left < Max								
Obtain leads	30	16000	16000	16000	-\$1.45	0.010	(\$23,200.00)	(\$23,200.00)	160	160	2.00%	0.25%	280.00	320.00	360.00		
Convert leads to prospects	+30	280.00	320.00	360.00	0.114	0.114	(\$1,014.00)	(\$1,014.00)	12.50%	2.00%	29.40	40.00	52.20				
Close prospects with human salesperson	+90	29.40	40.00	52.20	-\$886.08	8.000	+\$126,000.75	+\$135,443.20	+\$146,233.38	+\$232.2	+\$320	+\$417.6	12.50%	2.00%	3.09	5.00	7.57
Initial payment	+30	3.09	5.00	7.57	+\$485.41	0.000	+\$20,038.65	+\$32,425.00	+\$49,091.45	+\$61.8	+\$100	+\$151.1	95.00%	0.50%	2.92	4.75	7.23
Obtain leads	30	25.00	25.00	25.00	-\$1,352.00	8.000	+\$13,800.00	+\$13,800.00	+\$13,800.00	+\$200	+\$200	12.50%	2.00%	2.62	3.12	3.62	
Convert leads to prospects	+30	2.62	3.12	3.62	-\$42,600.00	0.000	(\$42,600.00)	(\$42,600.00)	225.00	225.00	225.00	0.00%	0.00%	25.00	25.00	25.00	
Close prospects with human salesperson	+93	2.62	3.12	3.62	-\$42,600.00	0.000	(\$42,600.00)	(\$42,600.00)	225.00	225.00	225.00	0.00%	0.00%	25.00	25.00	25.00	
Initial payment	+123	2.62	3.12	3.62	+\$22,366.80	0.000	(\$22,366.80)	(\$22,366.80)	217.40	217.40	217.40	0.00%	0.00%	287.40	297.40	307.40	
Obtain leads	+570	2.48	2.96	3.46	-\$83,518.00	20.000	+\$207,124.44	+\$247,213.28	+\$288,972.28	+\$49.6	+\$59.2	+\$69.2	95.00%	0.50%	2.34	2.81	3.30
Convert leads to prospects	+701	2.48	2.96	3.46	-\$83,518.00	20.000	+\$207,124.44	+\$247,213.28	+\$288,972.28	+\$49.6	+\$59.2	+\$69.2	95.00%	0.50%	2.34	2.81	3.30

Go To Investors

A go to market approach

to closing investment deals

More investment – Less effort

For CEOs Seeking Private Investment

Some of what you will learn

- From Zero to Hero – spend half the time and get twice the results
- How investors view projections – and why you need to get them right
- How to speed through due diligence – or taking the slow road to nowhere
- 7 Steps to develop your Go To Investor plan – and the tools to get it done
- How, where, and when to pitch – and why it makes a difference



ALL INVESTMENT LEVELS AND TYPES

From Angel to Exit

- Just getting started and need help?
- Ready to emerge and need cash to do it?
- Growing slowly and want to explode?
- Not enough cash to meet the demand?
- Moving up the curve and want to exit?

Taste the tools

- 7 days GWiz™ SaaS access included
- Build your Investor Tear Sheet
- Pitch deck deal screening included
- Listing in our investor update
- Link to your deal room and publish

Any stage seeking investment

Initial tool access included

Sign me up for the class / Email for more details



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Your instructor



- Fred Cohen – Angel to Exit
- Trusted advisor since 1977
- Accelerating 100 companies/year
- Explosive growth company CEO
- Funded scores of startups
- Developed state-of-the-art startup SaaS

And more

Agenda

- 2 days before the class: Tools and screening
- 0900 Welcome (all times Pacific)
- 0910 Introduction and Overview
- 0930 Investors as customers
- 0945 Seeing it through their eyes
- 1000 Developing your GTI plan
- 1045 Tools of the trade
- 1115 Case Studies
- 1145 More Investment – Less Effort

The schedule

Practices that work from a trusted source

Take away at the end of the day

- A tear sheet investors want to look at
- A more efficient path to investment
- An initial presence in front of hundreds of investors
- An investor deal screening review of your pitch deck
- A taste of the tools from the investor viewpoint
- An initial plan to get more investors sooner
- Pointers to scores of related articles and documents

Customer Type: Business (B2B) Early stage company CEOs
Target Customer Characteristics: Achievers: Goal orient
 - Achievers have goal-oriented lifestyles that center on family
 - They avoid situations that encourage a high degree of stim.
 - They prefer premium products that demonstrate success to
 They:

- Have a 'me first, my family first' attitude
- Believe money is the source of authority
- Are committed to family and job
- Are fully scheduled
- Are goal oriented
- Are hardworking
- Are moderate
- Act as anchors of the status quo
- Are peer conscious
- Are private
- Are professional
- Value technology that provides a productivity boost.

Benefit	Go To Market Partners	Do no			
Extremely cost effective	✓ Yes	X No			
Highly experienced team	✓ Yes	X No	✓ Yes	X No	X No
Startup and investment expertise	✓ Yes	X No	✓ Yes	X No	X No
Increases sales	✓ Yes	X No	✓ Yes	X No	X No
Quick execution	✓ Yes	X No	✓ Yes	X No	X No
Low cost of entry	✓ Yes	X No	✓ Yes	X No	X No
Leverages SaaS technology	✓ Yes	X No	✓ Yes	X No	X No
Unique accelerator ecosystem	✓ Yes	X No	✓ Yes	X No	X No
Full-service range	✓ Yes	X No	✓ Yes	X No	X No
As needed model	✓ Yes	X No	✓ Yes	X No	X No

Live Online Remote from Anywhere

5 Reasons to Sign Up Now

- You are preparing an investment round
- Investments are coming too slowly
- You want to know how investors think
- You can't get through deal screening
- You want a tune up before your next round

Knowledge is power

The time is right

- Get going for this investment season
- Build a quick presence for your round
- Save time in closing your next deal
- It's time to get good at fund raising
- There's no time like the present

Be a Hero – Not a Zero

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