

Finding the Right Investor for Your Business

Finances are the lifeblood of any enterprise. At some point, startups and businesses might find themselves hampered by the lack of funds. Being able to find suitable investors can spell the difference between success and failure for businesses.

It's also essential to realise that all professional relationships need to be mutual; you need to offer something of value to your investors. However, many founders pursue investors without delving deeper into their endeavours and familiarising themselves with every aspect of their businesses.

In this episode, Lorraine shares how she founded FoodSt, including her origin story and insights into investor management. This activity will help you review your motivations and articulate the needs of your business. You'll also research key resource people and investors who can help your business grow. By helping you organise your thoughts, you'll be better equipped to seek investors that align with your goals.

QUOTE TO REMEMBER

'You want to make sure that the people that are investing in your company believe in you and see the value that you can bring'.

Activity: Reviewing Your Business

Origin stories are always interesting. Lorraine shared how she established FoodSt. Research about the origin stories of your favourite startups and companies. Pick three successful businesses that you'll focus on, learn about their founders and see if you can find their origin stories.

Afterwards, reflect on their stories. Do they have something in common? What personality traits steered these founders towards launching successful businesses?

Business #1:	Founder:	Origin Story:

PODCAST

Business #2:	Founder:	Origin Story:
Business #3:	Founder:	Origin Story:
Key Insights		

Think about your own long-term goals. What is your vision for the future? Is there anything you want to accomplish over several years? Whether it be to start your own company or become a top executive in a corporation, visualise your goals below through drawings.

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Below your drawing, write down the major milestones you need to accomplish before attaining your dream goals. Use a diagram to organise your thoughts, and feel free to add as much detail as you can.

Vision
Milestones

Going back to your long-term vision, are there experts who you can tap into for professional advice? List them down below alongside what they can do for your business.

Experts	Benefits

What sources of funding will you need when you develop your business? Your current circumstances can influence the funding source that you need most. Plot your funding timeline below.

Funding Timeline

Research about prominent investors operating in your industry. Which of them might align with your business? List them below and try to get their contact information so that you can reach out to them once you're ready.

Investors	Contact Info

If you had five minutes to win over one of the investors you wrote above, what would you say to them? Write down your elevator pitch.

What You Will Learn from the Activity

This activity focuses on organising your thoughts about your current business or other financial plans. Clarity is a crucial part of attracting investors and stakeholders to your initiative. By articulating details about your business and what you seek to accomplish, you can access funding opportunities aligned with your needs.

The first step is to go back to your origin story. How did you come up with the idea to start your business? What pushed you into executing this idea? Afterwards, checking other founders' stories can help you find similarities and insights into your journey. By learning from the experiences of others, you can leverage their learnings to propel your business forward.

It also matters if you can communicate your overarching vision. You need to be clear about your ultimate goals and the milestones you need to reach to get there.

Almost all endeavours require the help of other people in one way or another. It's worth your time to research prominent resource people operating within your industry. This activity will help you identify key people and what they can offer for your company.

Only after you can fully describe your business can you start looking for investors. Given that investors offer various services, it pays to know which ones you'll need at different stages of your business. By identifying the services you need and the people you should reach out to, you're already building a strong foundation for future fundraising efforts.