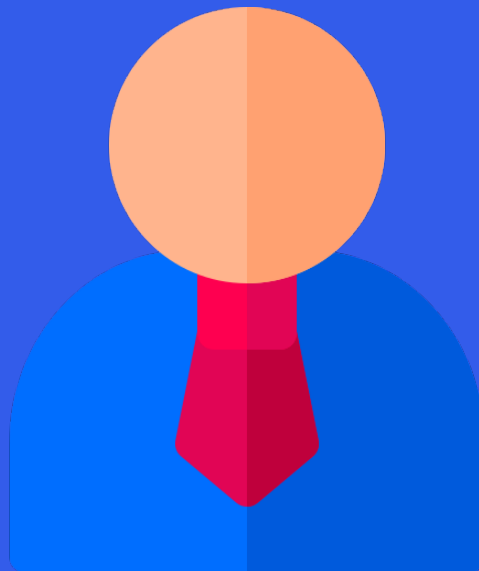


INVESTORS ARE NOT INTERESTED IN YOUR APP IDEA



HOW TO GET AN INVESTOR INTERESTED IN YOUR
TECH STARTUP

BY EMPIRE ELEMENTS

That's **right**; investors are not interested in your idea



The way **you ask** for their investment matters

You want to tell the investor all about your fantastic, groundbreaking idea and how it will make billions. They will line up to invest in you, right?

Wrong!

An investor makes a decision to invest in you based on a number of criteria. Your idea might be awesome, but they are not interested in that!

Investors are interested in the return on their investment!

Why should someone invest in your idea?

1

Have a business plan

Prepare to pitch your idea

A potential investor in your startup is interested in your business plan. It shows your ability to plan and execute that plan with your team to achieve the desired goal.

Asking investor to back your idea might be very intimidating, but it does not have to be.

You need to know answers to questions they are likely to ask, but go one step further and give them those answers before they even ask.

A business plan shows an investor how you plan to spend the money to grow your startup and what your responsibilities are.

There has to be a clear plan for success for that investment to bring results.

2

Answer questions

Before investors ask them

You need to cover questions like:

- How are you allocating the money?
- Do you have measurable milestones set?
- What is your market fit?
- Who is your potential audience, and where are they?
- How are you getting in front of your customers?
- What is your plan to reach your customers?
- What's the size of your industry?
- What is your competition doing already?

You need to implement answers to these questions into your pitch. Asking for cash infusion because you run out of money is not a good strategy.

Because no investor has ever said:

“Shut up and take my money!”

3

Raising funds

Know **your** product

Raising money to start building your idea is very hard (and stupid). Why would an investor put their money on the table to fund your idea when you don't want to put any money in yourself? Raising money to grow and scale what's already working is a guaranteed investment!

Let's explore two scenarios:

Dear investor, I have this fantastic idea which will make a million dollars. I have not done my homework, created a business plan or done any research, but I am sure it will work. I didn't put any money in myself but you definitely should!

or

Over a couple of months, I have built a small following of people who needed bamboo flip flops and already sold 500 pairs. I have a waiting list to sell at least 5,000. How would you like to be part of this success story? Your investment would fuel expansion to new regions.

In which idea would you invest?

4

Show results

How do you spend **the investment**

The purpose of the money is to make things *go faster*. The investment will amplify what's already in place and working.

How will you grow the brand, and how will you provide a return on their investment?

Show the investor how you can sell a new product to the same customer and grow the business and the brand at the same time.

When pitching to an investor, don't ask for money.

Instead, ask for their advice to solve a problem.
For example: "How would you fund the growth of the business if you were me?"

That is how you get an investor interested! And at the same time show that you are not just after their money.

Startup Strategy Session

Book your **FREE** Startup Strategy Session worth **£595**

60 minutes Zoom session

giving you a clear plan of how to build your idea

[Book your session now](#)



Thank you!

Empire Elements

empire-elements.co.uk

Based and registered in the UK

Company no.: 06304858

D-U-N-S no.: 210059159