

# Are you considering raising capital to fuel your business growth?

Some tips for entrepreneurs seeking investment and how can they best prepare for raising capital?

1. Never show up at any meeting without ever having done your homework first. It contributes to making you stand out above the others. Integrity and honesty are important. Don't make stuff up and be upfront about the reality of your progress to date.
2. Be selective about the investor that you are seeking. Look for the right fit and those that can fill the gap for you.
3. Be genuine with a story on why you and the team are the ones who can make the magic happen. Present a coherent story on why you can make it happen and how your business will make a difference
4. Have clear plans and actions for the next phase. Know how much you wish to raise, to do what, which instrument you offer, what is the valuation/value cap, discount, and interest. Know your endgame - what is your exit strategy
5. Have a clear initial validation of your business idea in place. Investors need to see that there's a market for what you want to sell.
6. Find out as much about the parties you are pitching to so there is a connection and genuine interest to understand them. Also helps to understand their investment criteria.



## ABOUT THE AUTHOR

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