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LET'S TALK ABOUT FUNDING

THE VENTURE CAPITALS PERSPECTIVE



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HOW CAN A TECH START-UP MAKE THEMSELVES MORE ATTRACTIVE TO VENTURE CAPITALISTS TO SECURE FUNDING?

Attention all tech start-ups! Are you struggling to secure funding from Venture Capitalists?

Fear not, because we have the answers you've been searching for. In today's highly competitive market, it can be challenging to stand out and catch the eye of investors. However, with a few key strategies and tips, your company can become an irresistible magnet for VC money. So sit back, grab a pen and paper, and get ready to learn how your tech start-up can make itself more attractive to Venture Capitalists.





THE VENTURE CAPITALIST'S PERSPECTIVE

From the perspective of a Venture Capitalist, there are a few key things that a tech startup can do to make themselves more attractive and secure funding. Firstly, it is important that the startup has a clear and achievable vision, with a well defined business model and target market. Secondly, the startup should have a strong team in place, with complementary skillsets and a track record of success. Thirdly, the startup should have a robust and scalable technology platform that can accommodate future growth. Finally, it is also important that the startup has secured some initial traction, whether through early customers or pilot projects. By demonstrating all of these factors, a tech startup will be in a much stronger position to attract Venture Capital investment.



THE START-UP'S PITCH

To make themselves more attractive to Venture Capitalists, tech startups should focus on developing a strong pitch that tells their story and outlines their business model. They should also be prepared to answer tough questions about their industry, their competition, and their financial projections. By being clear and concise about their plans, startups can increase their chances of securing funding from VCs.

DUE DILIGENCE

When it comes to seeking out Venture Capital, it's important for tech startups to do their due diligence. This means researching potential investors and making sure that they are a good fit for the company. It also means having a well thought out business plan and being able to articulate the company's vision. Being prepared will make the startup more attractive to potential investors and increase the likelihood of securing funding.



THE INVESTMENT

For a tech startup, making themselves more attractive to Venture Capitalists (VCs) for funding can be a daunting task. However, there are some key things that they can do to improve their chances.

Some of the most important things a tech startup can do to make themselves more attractive to VCs are:

1. **Develop a strong business model:** This is perhaps the most important thing a tech startup can do to make themselves more attractive to VCs. A strong business model will show potential investors that the company has a sound plan for making money and generating returns.
2. **Build a strong team:** Another key thing a tech startup can do to make themselves more attractive to VCs is to build a strong team. A team of experienced and talented individuals will give potential investors confidence in the company's ability to execute its business plan and generate returns.

3. Create a compelling story: A third thing a tech startup can do to make themselves more attractive to VCs is to create a compelling story. A good story will capture the imagination of potential investors and get them excited about the company's potential.

4. Have a solid track record: Finally, a fourth thing a tech startup can do to make themselves more attractive to VCs is to have a solid track record. A track record of success will show potential investors that the company has what it takes to be successful in the long run.

Conclusion

Starting a tech start-up can be daunting, especially when it comes to securing Venture Capital funding. Hopefully, this article has given you some insights into how you can make your start-up more attractive to potential investors and increase the chances of success in raising funds. Remember that having a unique product or service proposition, proving market traction, building a strong team, and demonstrating financial discipline are all important elements that will help set you apart from other applicants for venture funding. Good luck with your journey!

**For more information on how to
secure that winning team - book
a discovery call now with Aaron**

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