

# Connecting with Angel Investors

**E-Fund**  
Angel Investing via Teams

Presentation to:



21-May-2014

# Dude, where's my money?



# Money comes ...



# ... When there's a "Perfect Match"



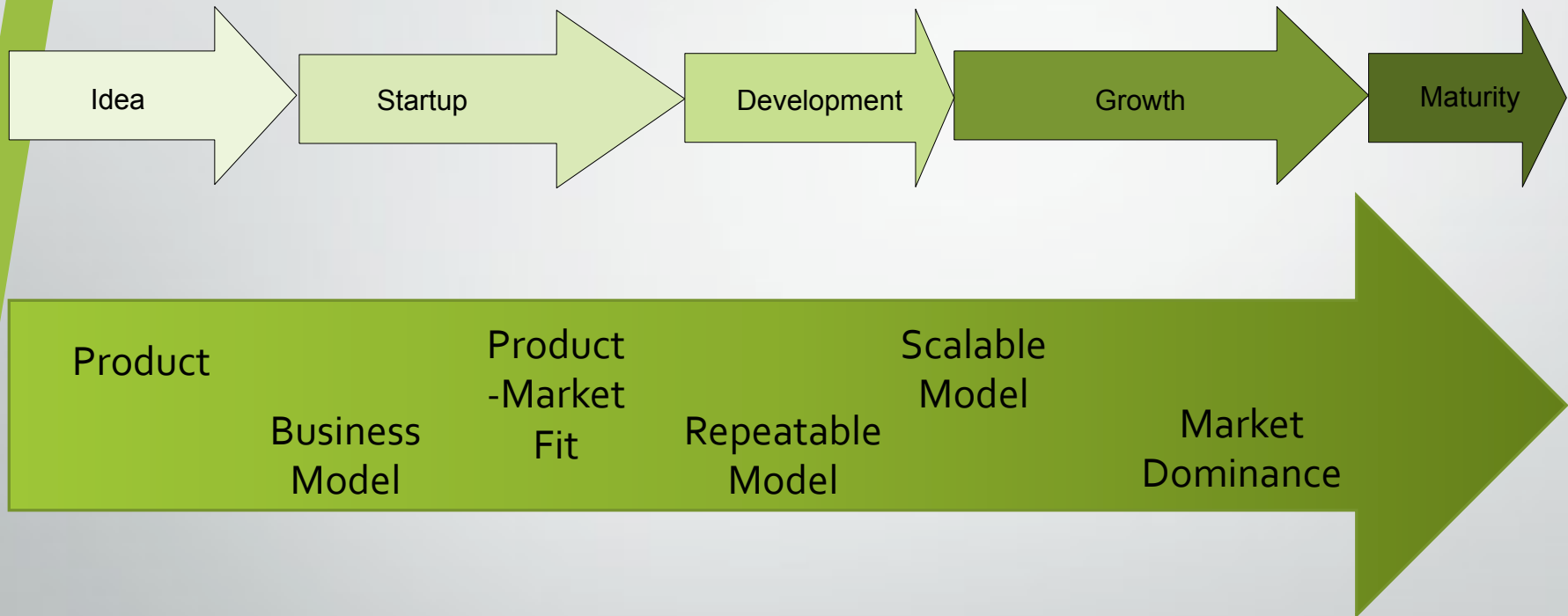
# Understand where you are in the Ecosystem!



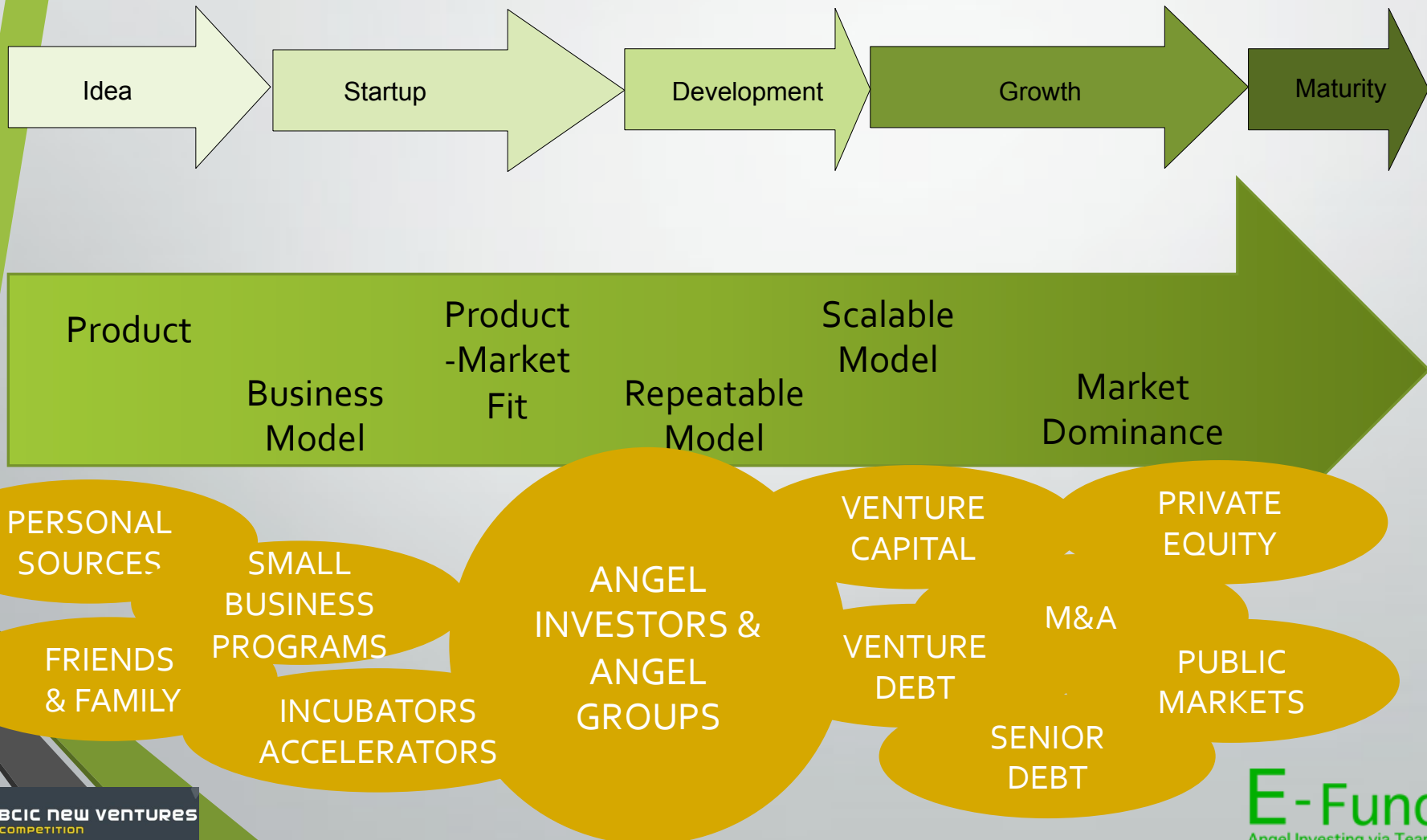
# What is your Corporate Stage?



# What is being funded?



# Who is funding?

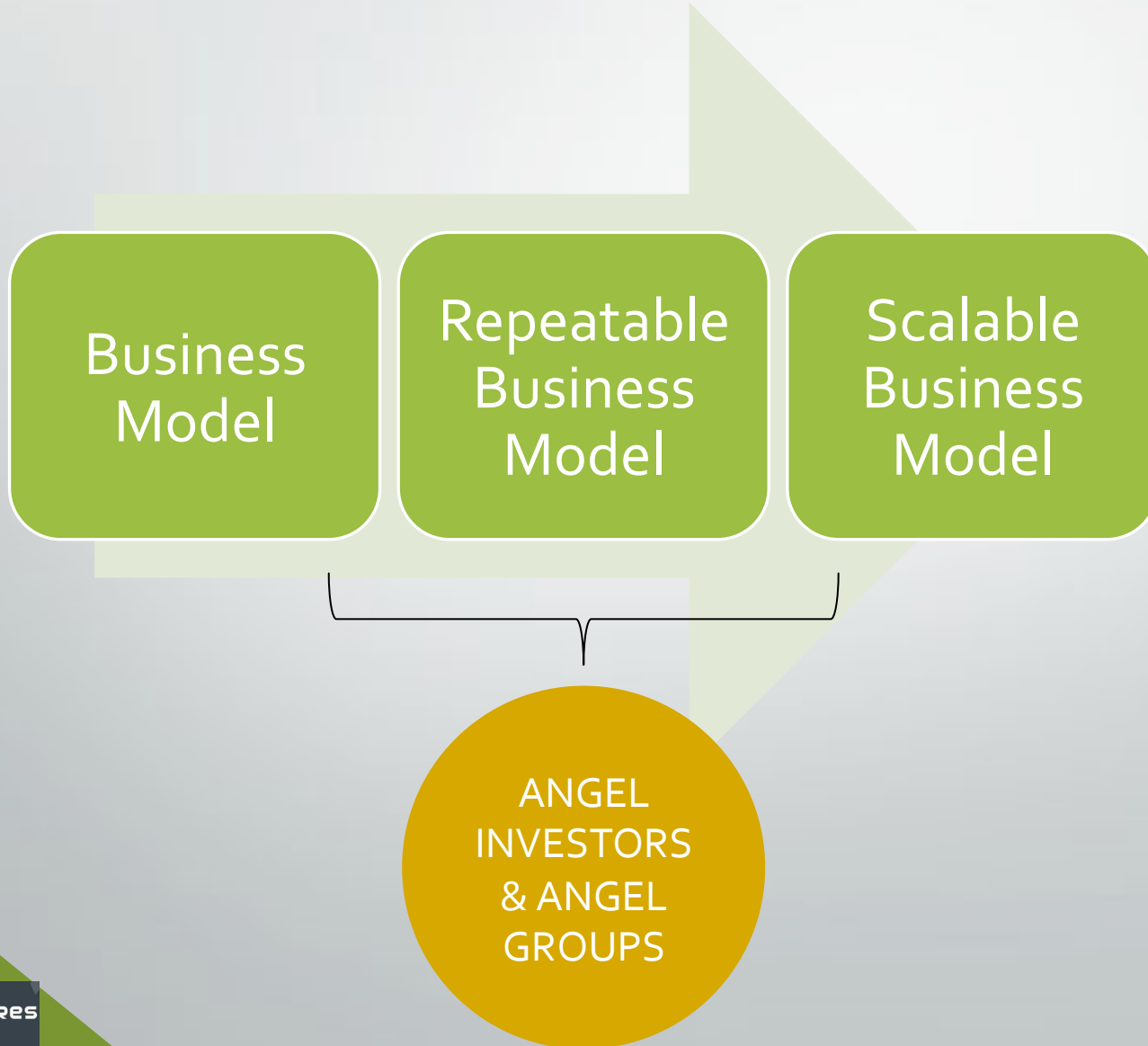




# Are you angel ready?



# Do you have potential?



# What angel investors are looking for:

- What problem are you trying to solve?
- How is your product/service going to solve this problem?
- Why do you think you will **WIN**?
  - Market opportunity
  - Real customer pain that can be solved
  - Competitive advantage
  - Management team – strategy AND execution
- What do you need from us to succeed?
  - Our money? How much? For what purpose?
  - Our networks? Who? For what purpose?
- **AND MOST IMPORTANT ...**

# How much \$\$\$ do I make?



# And when do I get my \$\$\$?

# What investors are really thinking!

Management Team	0-30%
Size of Opportunity	0-25%
Product or Service	0-10%
Sales Channels	0-10%
Stage of Business	0-10%
Size of this round	0 - 5%
Need for more funding	0 - 5%
Quality of plan	0 - 5%

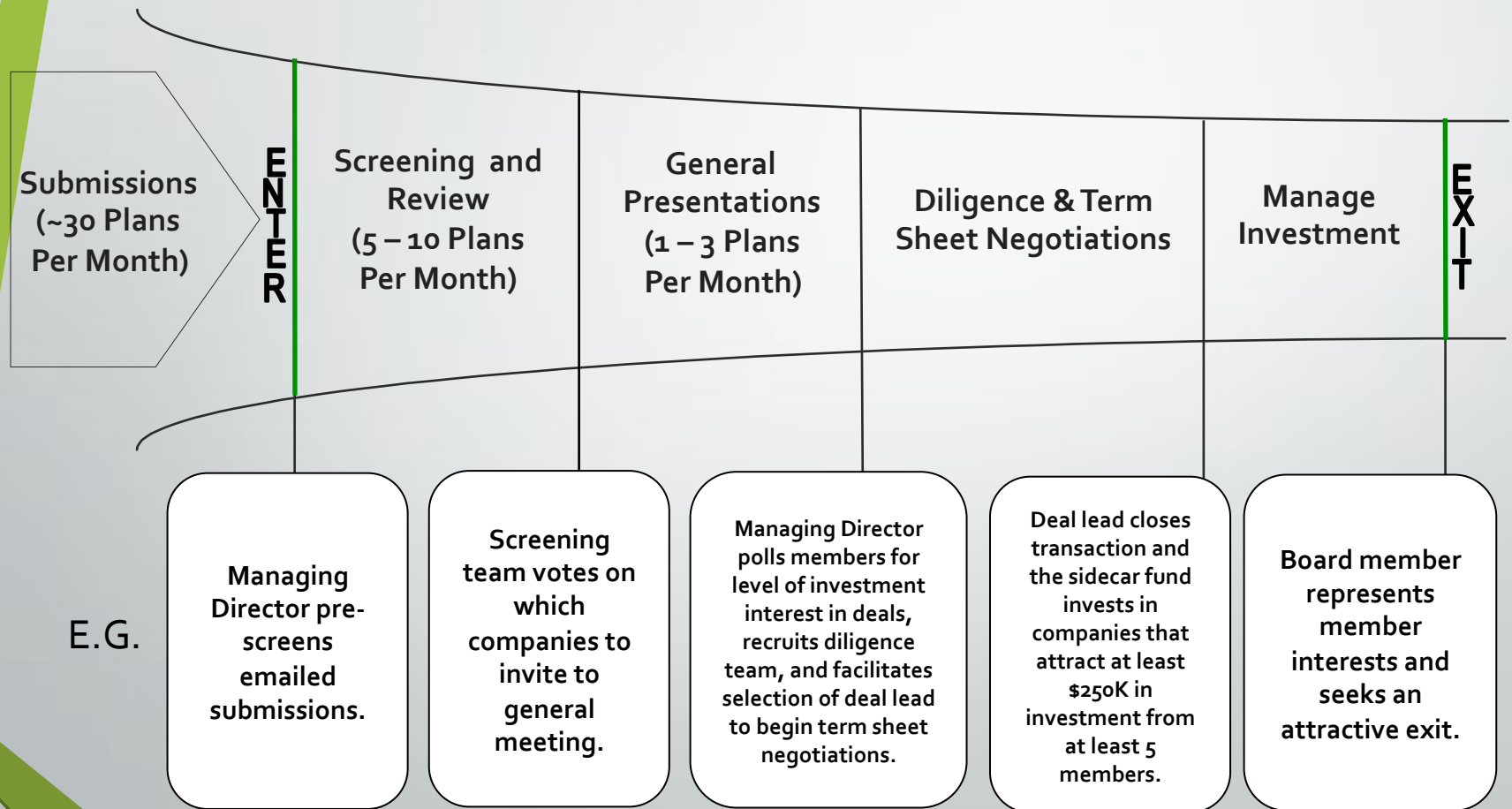
Source: Angel Resource Institute

# What to look for in an investor

- Area of business focus
- Location
- Stage of investment

- Expertise (“value-add”)
- Potential conflict
- Available capital
- Reputation

# Understand the deal process



# All the pieces – including \$\$ - in place





# About us

We are people who have benefited from the angel investment community in British Columbia and who have come together to help nurture and grow the next generation of entrepreneurs.



# Questions?

Thealzel Lee

[thealzel@e-fund.ca](mailto:thealzel@e-fund.ca)

604-839-5388

@thealzel

@E\_Fund