

# HIT THE INVESTOR JACKPOT!

*WITH THE*



**COMING SOON!**

Hi, this is Andrew Ive.

If you are reading this then you likely downloaded it from my website or you received it from one of my affiliates – either way, thanks for taking the time and welcome.

I hate people that go on about themselves (and you probably do too...) so I'll keep the self promotion to two sentences – count if you like 😊

I am a serial entrepreneur who has built multiple companies, raised over \$21m for my businesses, have helped others build their own and advised the UK government on startups. But thinking about how I had helped people – I started to see patterns – patterns that would help entrepreneurs raise money from investors, so instead of helping entrepreneurs individually, I

decided to capture the common lessons and offer them to anyone that wants them.

There...done. No more about me...honest.

So...what about you?

Perhaps you have already figured out you need cold hard cash to take your business to the next level but where the hell can you get it from – especially during an economic downturn right?

Maybe you have got to the point like many entrepreneurs I've spoken too and are asking yourself... “Are there really people out there right now who would take a \$1m gamble on me?”

Let me tell you the answer without needing to fudge or hesitate...

*Yes!*

Yes, there are absolutely investors in the market with cash who are prepared and ready to invest and back strong entrepreneurs with a business that they believe has the ingredients to become successful. There really is....no BS.

Now, maybe you think I'm full of it? Especially if you've been out there looking to raise money and you have been smacking your head against what seems like a brick wall...

...Well, this is easy to write but much harder to believe....especially in today's economy where we see long trusted companies, with strong brands and a long standing heritage, disappearing before our eyes.

So again...

Is there really any money in this market place so you can take your business and make it a powerhouse?

## ***Again, YES!***

Well, let me caveat that...(ah...see...he's starting to back peddle...nope, not me...) Yes, there is money in the market...true! And its even there to back those businesses which have the potential to skyrocket....again, true!

But is that YOUR Company?

Are you going to hit the Investor jackpot?

I don't know you, so I have no idea...and here's the kicker....

Your potential investors don't know you either...YET!

So they have no idea....

That's where these lessons come in...

*What lessons you might be asking?*

The lessons which will help you get in front of the right Venture Capital investors and making sure you look as good as you can...and the lessons which will give you the optimum opportunity to get that cash and that smart investor on your side...and do you know what's great about these lessons?

They can be used over and over again...for the company you are looking to fund now...and every company you get involved with during your long career...these lessons can help you for the rest of your business life.

But – I can't give you any promises about your ability to raise money for your business as it currently stands – I can't tell you that I WILL get you Venture Capital cash....no one can....well, others can say what they like but they'd be blowing smoke...

What I can tell you is...these lessons will help you optimize your opportunity for Venture Capital funding.

*(Its funny...I just re-read that last sentence and it sounded like BS to me...so let me say it clearer...)*

I can show you a process to get yourself ready to find, engage and ultimately establish a relationship with Venture Capitalists – people who have the cash and connections to support you in building a business powerhouse.

I had some in-depth insider discussions with some Venture Capitalists recently – and the common factor between them?

They each have *millions* of dollars to invest today in companies which they *believe* will skyrocket in their industries.

*Just pausing for that to sink in...*

The Venture Capitalists I've spoken with very recently have MILLIONS of dollars to invest TODAY and ongoing for those

companies they believe will skyrocket...even in today's economy  
and with today's crisis!

...but here's the really important question...

*Is your company one of those 'right' companies?*

Maybe you're nodding your head.

Of course it is you're saying...

*Well are you ready to prove it?*

*Are you ready to hit the Investor jackpot?*

*Are you ready today to meet with a Venture Capitalist  
knowing that the meeting could be worth \$1m?*



The lessons you need to know to optimize your chance of securing that cash cannot be captured in any one document...(I know I've spent the last four months building the soon-to-be-launched program...)

**...but let me briefly take you through a few tips which could help ...**

Let's say you have your first meeting with a Venture Capitalist all lined up.

*It's scheduled and less than a week away...(GULP!)*

So what are you trying to achieve when you meet with a VC?

You may think it's to close in on a \$3 million investment (or whatever your next round of funding number is...); you should

always keep your goal in mind. But there are stages you need to go through when building this or any type of relationship.

You need to recognize them and make sure you are delivering on what you need to do at each step of what I have started to call... “A Stage of Captivation”.

*Why do I call it that?*

Because that is exactly what you want to do.

You’re trying to captivate a VC at each stage of your interaction, from the first communication all the way through to term sheets and a deal.

*Why?*

Because you are trying to establish and build a relationship with the VC.

You're trying to attract them, encourage them to want to build something great with you.

*It's not about the cash. Just like dating isn't just about dinners... 😊*

Getting an investor isn't a short term relationship and it's certainly not a loan that you can just walk in, take them through your numbers, sign on the dotted line and just walk out.

I talk about Captivation because that's what you need to do...you need to captivate the investor...

You ultimately want a relationship where you can build something worthy of your time, your commitment and passion... and theirs.

***...the first stage of captivation is the hook.***

Before you even get through the door, you're going to need to hook them.

*Crap...how do I do that...?*

Good question...back to the dating concept....

You hook them by making yourself look attractive.

...

Most often that first touch with a VC will be from your initial introductory email or executive summary.

## **Now, be careful...**

With these two tools you are NOT trying to get your entire life story into as small a space as possible. I've seen that happen so many times...

What you are trying to do is just what I said before - you want, more than anything, to hook them. In other words, you're trying to wet their appetites just enough that they want to meet with you.

### *What does that mean?*

...focus on the business opportunity and, in particular, the size of the opportunity.

The size of the opportunity is the ‘upside’ if you manage to create a company which delivers on your expectations. If you manage to achieve what you are pushing, every day, to achieve.

But here’s a note of caution – try not to use too much hyperbole. Try not to make yourself sound too crazy or too much like a world Dictator. (In other words, keep your plans for Poland to yourself!)

...instead cover the industry you’re focused on, the business you want to build and why you are the right team to build it.

If you cover those elements, I would consider almost stopping there with one added element.

There is some debate about this...but if you’re reaching out to a few VCs, or meeting with other VCs, consider mentioning it within your initial pitch or during a meeting.

*Why?*

Because, and this is my view based on raising VC money...*because its human nature.*

If you're attractive and popular with others, then you will be more attractive and popular when trying to woo these VCs too.

And aside from the psychology of it, VCs want to find out about attractive opportunities before their VC competition. So consider briefly mentioning 'we are meeting with a select group of VC in Sand Hill Road' for example. That suggests there may be interest from other VCs too. You've begun to create an impetus for investment action. And because of it they'll be more compelled to consider your opportunity and act themselves.

And, like I said, people debate whether you should or shouldn't mention it...with every VC meeting I've EVER attended, at the end they usually ask...

*“So who else are you talking too?”*

By all means tell them you are having 'discussions' but don't feel the need to give them the phone numbers of who else you are trying to date within the VC community...and anyway, they already have those phone numbers themselves 😊

So, let me make one more point really clearly.

One element of the hook is to suggest interest from their competition.

Why?



*To add to the momentum.*

...What do I mean by that?

.....You want them to want you.

.....And what will create that desire?

***A great initial hook... (Business, Opportunity, Team – see above)***

.....***Competition*** (other investors being interested in you...)

.....and a ***Closing Window of Opportunity.***

Here's something you won't read in most places...

VC's like to try to mitigate their risk (Sorry guys...it's true...not always, but in many case...).

And what do I mean by that specifically?

...the longer they can take to do their due diligence, the better for them...so what do you need to do?

*You MUST create and maintain a 'pace' to the deal...*

If you don't....you will be having the **same** conversations *over and over and over* again as they ask you for a few more simple and easy 'Proof Points' (like more customers...more key hires...more...*whatever...*) – before they'll open their pocket books...

So, throughout the process, subtly mention that others are also interested in your opportunity.

*My opinion - Capitalize on human nature.*

Being confident and showing a certain demand and momentum to your trajectory is **critical** if you want to get the deal DONE.

But here's a **note of caution** – there are not **many** bullets in this gun. Do not subtly hint over and over again. Use those few bullets selectively and wisely.

So that covers the first stage of captivation – the hook. I'll give you more soon.

Until then, remember – establishing a relationship with a VC is a two-way relationship. You are not just a 'seller'; you are also a 'buyer'...

Always keep in the back of your mind “what can these guys bring to the party aside from cash. Do I like these guys? Do I trust these guys? Would I want them in my lifeboat?”

[So, thank YOU for reading.](#)

Come along to <http://www.TheFundingGuru.com> if you have questions or if you want to pick up more insights and as I mentioned above – if you are interested in receiving information on a course I’m creating which will take you through the entire process...

Find out more: <http://www.VentureCapitalBootCamp.com>

Thanks and I look forward to helping you make your business into a powerhouse,

Andrew