

NOEG Investment-Readiness Checklist

Are You Investor-Ready?

You have applied for investment and your business opportunity is suitable for angel investment.

So, what's next? Let's make sure that you and your company are "Investor-Ready".

What Does Investor-Ready Mean?

It is one thing to have a suitable investment opportunity and quite another to be Investor-Ready. What do investors look for? What turns them on? What turns them off? In simple terms, being Investor-Ready means understanding the key points that investors want to know about your business opportunity so they can decide whether or not they are interested in making an investment. It means putting yourself into the mind of an investor and presenting from their point of view. It means knowing how to position your opportunity so that it has as much chance for success as possible to attract investors. It means doing a lot of homework and a lot of rehearsing and mostly, at the end of the day, having a real-world viable and fundable business opportunity.

Investors are your customer of equity – how will you get money out of their pockets and into your business?

The following check list is a good start in determining whether or not your business is Investor- Ready. We suggest you take a few moments and complete this checklist. Chances are you will discover some gaps in your Investor Readiness profile.

NOEG works with entrepreneurs to help fill in these gaps. To find the advice and referrals you need, please contact: Mary Long-Irwin at 1-866-924-7600 or info@noeg.ca

Checklist Questions:	YES	NO
We can deliver an elevator pitch in two minutes that succinctly, clearly and in non-technical terms explains: <ul style="list-style-type: none">• The market need/demand for our product/service• How our product/service/technology, science solves the market's need• The market opportunity AND• Grabs the audience's attention fast• Makes the message compelling (so that investors want to hear more)• Is an irrefutable argument e.g. is true and can be validated later		
We have invested all of our own money into the business		
We have a shareholders agreement, a lawyer and an accountant		

<p>We have protected our intellectual property and applied for patents where necessary</p>		
<p>We know how much money we need and can describe what it will be used for (e.g. can describe the milestones the business will achieve if it obtains the 2 investment being sought)</p>		
<p>The Management Team:</p> <p>The management team can evidence strong business acumen, domain knowledge, operational and marketing expertise</p>		
<p>The Market:</p> <p>We have thoroughly researched the market and outline, in dollar terms:</p> <ul style="list-style-type: none"> • The size of the overall market • The market niche we are targeting, and • How much of the market we will penetrate in five years time 		
<p>Partners/Strategic Alliances/Customers:</p> <p>We have gained key strategic alliances/customers that will help us achieve success.</p>		
<p>Go-to-Market Strategy:</p> <ul style="list-style-type: none"> • We know how and through what channels our product/service will be sold • We know who are the buyers of our product/service, we have assigned management for marketing and they have appropriate marketing expertise and experience 		
<p>The Competition:</p> <ul style="list-style-type: none"> • We can explain and validate why our company's offering is superior to what's currently in the market • We know and can say who our major direct and indirect competitors are • We can explain why our product is differentiated from competitors' and our sustainable competitive advantage 		
<p>We can validate our statements with third party research or product sales. For example, if there is a deal with WalMart to put product on their shelves; there is paperwork to back up that statement</p>		
<p>We are flexible, willing to take advice and work with our investors</p>		
<p>We have thought about an exit strategy</p>		

