

Investor's Match Making Tool

As a startup entrepreneur, you need to find suitable venture capital investors to give your business the capital it needs for the next stage of growth.

What do you need to consider?

- ✅ **The investor's track record with startups:** preferably with the ones in the region.
- ✅ **The investor's investment thesis and investment criteria:** most VCs have what is called an "investment thesis", which details precisely what they look for. It may not be readily available on their website but may be inferred from reading their blogs and checking their latest investments.
- ✅ **If the investor is in a funding stage at that time** (i.e. do they still have capacity to invest in new ventures?).
- ✅ **If there is a specific application process and timeline:** consider if its suitable for you.
- ✅ **The investor's 'value-add' or operational support:** particularly important if you operate in specific industries or verticals. Such focused VCs can provide operational support, network, and knowledge that non-specialized VCs cannot.
- ✅ **Reflect on why are you interested in them** and if you want them to have a particular role within the business based on their expertise (i.e hands-on, or just be silent financial investors?).

