The Art of Enchanting Investors

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Capital for Innovation
The Anatomy of an Investor
An effective entrepreneur engages three body parts . . .
The head
The heart
The gut
Which is most important?
Top Ten Rules

For Winning the Hearts, Minds, and Guts of Investors
1. Stand out!
2. Get your fundamentals right . . .
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Get these fundamentals right:

- Founders stock allocations and restrictions
- Intellectual property protections
- Incorporation and legal compliance
- Contractors and advisors.
3. Get your numbers right . . .
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Get these numbers right:

- Market size
- Projected revenues
- Sales cycle / Cost of acquisition
- Valuation expectations.
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4. Be an Innovator . . .

. . . not an Inventor
5. Know the history and the competition
6. Prove your talent . . .

. . . product skills

. . . sales skills.
7. Surprise them . . .

. . . positively, not negatively
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8. Be intolerant . . .

. . . show a sense of urgency
9. Turn them into Evangelists
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10. Tell the Truth, well
The Art of the Start

“Art of the Start”
Online course at Skillshare.com
The Art of Startup Finance

Financial literacy is essential for every entrepreneur. Bill Reichert, a seasoned venture capitalist, provides critical knowledge that will help you go beyond the numbers and use finance as a tool to help you manage your company.
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Capital for Innovation
Top Ten Lies of Entrepreneurs
Top Ten Entrepreneur Lies

1. “Our projections are conservative.”
2. “Our market is $56 billion.”
Top Ten Entrepreneur Lies

3  “Our technology is disruptive.”
Top Ten Entrepreneur Lies

4

“If we only sell 40% of the Company, we’ll still have control.”
Top Ten Entrepreneur Lies

5 “There’s no competition in our space.”
Top Ten Entrepreneur Lies

6 “We’ve assembled a world class team.”
Top Ten Entrepreneur Lies

7

“Our contract with [Big Brand Company] will be signed next week.”
Top Ten Entrepreneur Lies

8 “We have the first mover advantage.”
Top Ten Entrepreneur Lies

“All we have to do is get 2% of the market.”
10 “I’ll be happy to hand over the reins to a new CEO.”