

The Art of Enchanting Investors

Kauffman Founders School Live
February 2015



Capital for Innovation

Bill Reichert

Managing Director
Garage Technology Ventures

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

Enchanting Investors

1. Stand out !



Enchanting Investors

2. Get your fundamentals right . . .

Enchanting Investors

Get these fundamentals right:

- Founders stock allocations and restrictions
- Intellectual property protections
- Incorporation and legal compliance
- Contractors and advisors.

Enchanting Investors

3. Get your numbers right . . .

Enchanting Investors

Get these numbers right:

- Market size
- Projected revenues
- Sales cycle / Cost of acquisition
- Valuation expectations.

The Art of Startup Finance



<http://www.entrepreneurship.org/Founders-School/The-Art-of-Startup-Finance.aspx>

Enchanting Investors

4. Be an Innovator . . .
. . . not an Inventor

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5. Know the history and the competition

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6. Prove your talent . . .

. . . product skills

. . . sales skills.

Enchanting Investors

7. Surprise them . . .

. . . positively, not negatively

Enchanting Investors

8. Be intolerant . . .

. . . show a sense of urgency

Enchanting Investors

9. Turn them into Evangelists

Enchanting Investors

10. Tell the Truth, well

The Art of the Start



“Art of the Start”

Online course at
[Skillshare.com](https://www.skillshare.com)



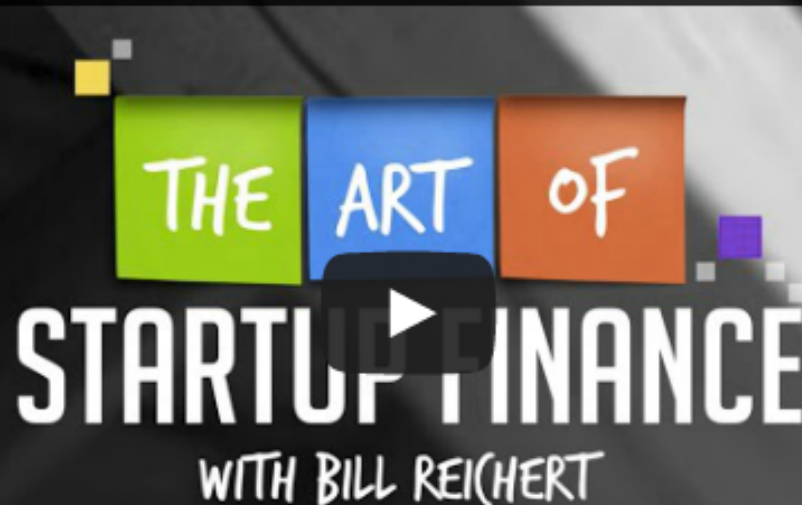
The Art of Startup Finance

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.

The Art of Startup Finance: Introduction

YouTube



CHOOSE A MODULE

The Startup Finance Pyramid

Financial Foundations: Your Balance Sheet

Financial Foundations: Your Capitalization Table

Financial Processes: Your Statement

Financial Processes: Your Flow

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The Art of Enchanting Investors



Bill Reichert

Managing Director
Garage Technology Ventures

Top Ten Lies of Entrepreneurs

Top Ten Entrepreneur Lies

1

“Our projections are conservative.”

Top Ten Entrepreneur Lies

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

9

“All we have to do is get 2% of the market.”

Top Ten Entrepreneur Lies

10

“I’ll be happy to hand over the reins to a new CEO.”