

INVESTORS WANTED: A TYPICAL INVESTMENT REQUEST FOR USE WITH ANGEL INVESTORS

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Raising money is not easy. Patience, passion and persistence are key. The key to getting a fair hearing is preparation. Go in with a simple but thorough story – professional, concise and well quantified to the extent possible. Prove you believe in the business, are passionate about it, and know what you are doing. Anticipate the questions you will be asked. Have straight forward, direct and simple answers. Avoid quantity. Go for quality ideas and quality information. Hit the nail on the head. A template to get you started is set out below. Use it. Adapt it. But keep it honest, direct and persuasive. Be credible. Take pride in who you are and what you are pursuing. You may not get the money you are looking for, but you will be respected. Keep at it. There are as many lessons in failure as there are in success, and oftentimes just as much opportunity.

Our Investment Request

Who We Are	
What business we are in:	
Who we service:	
What we provide to them:	
Where we are located:	
How long we have been in business:	
Our recent annual sales history:	
How many employees we have:	
Our recent successes:	
Our recent setbacks:	
Our future opportunities:	

Our Investment Opportunity	
How much money we need:	
What we will do with:	
What impact it will have on our business – sales, profits, cash flow, business value:	
When and how we will return the original investment:	
How an investor will make money off of us – what, when and from what source:	
What guarantees or security we are offering:	
What will happen to us and the investment if this all works out as planned:	
What will happen to us and the investment if this does not work out as planned:	

What Gives Us Credibility	
Our track record – education, expertise and experience:	
Our industry and where it is headed – size, profitability, trends – and what size of piece we need to make this work:	
Our target market– size, dependence, repeat customers, profitability, trends – and what size of piece we need to make this work:	
What we have already been able to accomplish with the business:	
What we or others already have invested in the business:	
Our existing customer and sales base – what we can count on:	
Our existing employee and infrastructure base – what we can count on:	
What we have at stake or have to lose if this does not work out:	
Highlights from our projections – income, expenses and profit – assets and liabilities – cash flow – overall business valuation:	

Our Supporting Material

Our resumes:	
Our current marketing materials:	
Our current financial situation –balance sheet, income statement, aged list of receivables, aged list of payables, recent sales by customer or category, list of assets	
Our financial history:	
Our business model and financial plan for the future – including projected profitability and cash flow:	
Our industry research:	
Our market research:	
Our marketing, sales and distribution plan:	