

# Preparing for Angel Investment

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Padmaja Ruparel  
Indian Angel Network



# The Market

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- What is the space where you will operate
  - Is it large and rapidly growing
  - What is the competition to your product
  - What is your strategy to deal with competition
  - Has any market validation happened
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# The Proposition

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- Clear definition of product or service
- Is it already developed or can you validate that it can be developed
- Have you clearly defined your customer
- Why is your product / service necessary
- Is it doing something Different / Differently
- Is it "need to have" / "nice to have"
- If IP based, patenting status

# Execution

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- How will you deliver
- Experience of pilots, prototypes etc
- What is your sales / marketing plan
- Scaling up plan
- Risks / mitigating plan

# Team

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Team is fundamental to early stage venture, providing the best collateral for an investor

- Track record
- Coverage of skills – finance, technical, marketing, etc
- Stock/compensation plan
- Advisers, etc.

# Financials

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- Current / Projected for next 3 years
- When will it break even
- Self investment & funding received till date
- Investment sought
- Valuation expectation

# Exit

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- Building an exit option is necessary for yourself, your team, and your investors
- Investors will monetize their investment
  - How
  - When
  - What

# And Finally

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- ❑ Put some of your skin in the game
- ❑ Getting a high valuation early can be fatal
- ❑ Size of the pie wins every time over share of the pie
- ❑ Ideas are a dime a dozen, its execution, execution, execution !!



# Thank you

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Do write in to us at :  
[info@indianangelnetwork.com](mailto:info@indianangelnetwork.com)

