

Getting to a WOW!

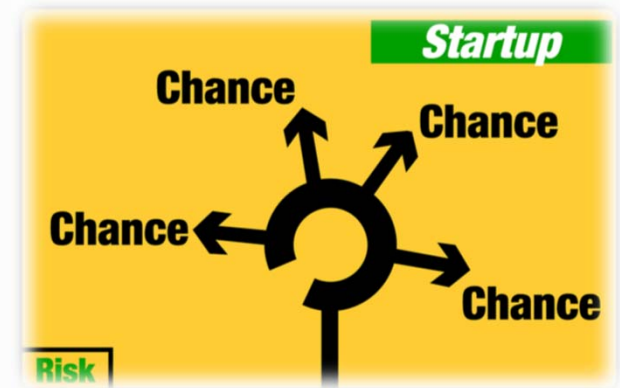
How to get in front of your competition for funding



What's in a WOW??

Get the investor to love the deal.

- “WOW” = 80% of the battle
- Social risk of investing
- Taking big risks!
- Want to appear to be and back winners!
- Give them an excuse to love your deal
- Understand your WOW and lead with it!



What is "WOW?"

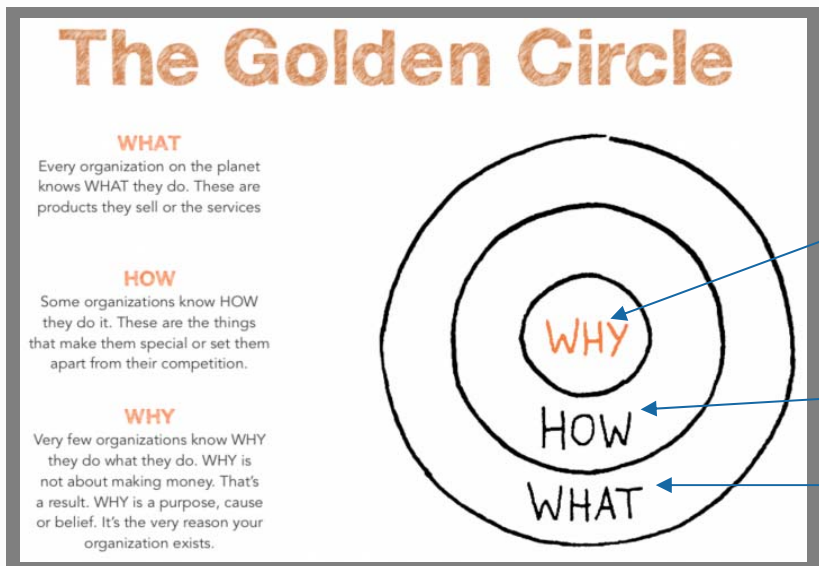
Interrupt. Engage. Educate

- **Management team**
- **IP**
- **Groundbreaking tech**
- **Transformative experience**
- **Unique business model**
- **Community impact**



Why is WOW important?

Sales job!

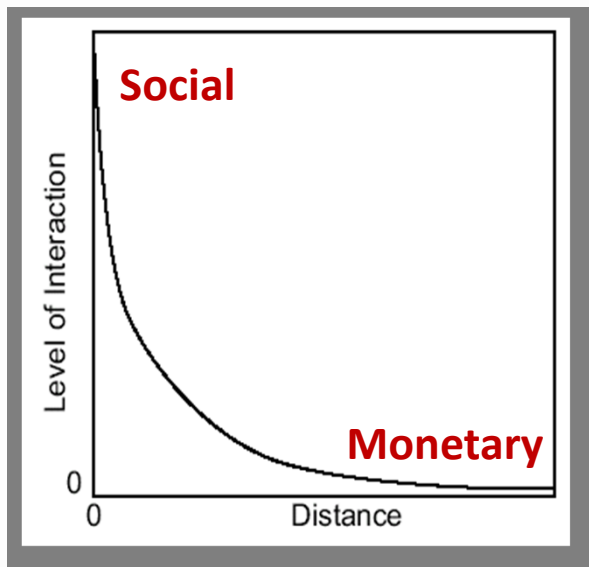


- If you can't sell shares of your company, you can't sell products and services.
- All startup investing is emotionally driven (reptilian)
- Numbers justify the decision
- People invest in people in markets they like and understand!

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Why is WOW so difficult?

Investor motivation.



- Investors have to love you
- Investors have to love your product/service
- They have to believe you can sell!
- All startups are met with skepticism
- Distance decay function!

The further you are from the investor the more buttoned-up and compelling the opportunity must be!

Takeaways!

Create resilient communities

- **Find your WOW and lead with it!**
- **“WOW” gets you in the door ahead of the competition**
- **It will not overcome a bad deal or weak team**
- **Be prepared! Do your homework!**
- **Back up your claims with substance**
- **That is how you win!**





Questions

Have a nice day!

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