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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