



STAR INVESTOR PROFILE

1. Male/Female

i.e. If you are a female entrepreneur, statistically you have a higher chance of securing funding from a female investor.

2. Experienced in which skills?

Examples:

- Finance
- Entrepreneurship
- Blockchain
- Tech
- Logistics
- Design

3. Focused on which primary sector?

Examples:

- Fintech
- Retail
- Big Data
- SAAS
- Edtech
- Consulting
- Cleantech
- Fashion

4. What other tags may be used when searching for this investor?

1	
2	
3	

Keyword search term **such as:**

- Tech
- Wholesale
- B2B
- Products
- Female Founder
- Sustainable
- Social Enterprise



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4. Geographical focus

Examples:

- London
- South East
- Ireland
- Scotland
- Midlands
- Europe

5. Investment range

i.e. Each investor has in mind a 'ticket size' with a minimum investment being £5k going up to £250k as a Super Angel. The typical range will be £10k-£25k per investor..

6. Special interests

Something that fits **your** business, i.e.

- Arts
- Music
- Supporting Young Entrepreneurs
- Charity
- Cycling
- Dogs

7. Now check that the investors on your list tick off the 5 C's

1	CONNECTIONS - in the industry	<input type="checkbox"/>
2	CREDIBILITY - to help attract others to invest	<input type="checkbox"/>
3	CASH - to invest in more than one round	<input type="checkbox"/>
4	CONTRIBUTION - in the form of advice and/or time	<input type="checkbox"/>
5	CHEMISTRY - to be fun and easy to work with	<input type="checkbox"/>

The last point is very important and not to be ignored, you'll only know this when you have spoken with them.



NEXT MOVE

What is the one step/action I can take in the next 24 hours?

Example:

- Find X number of ideal investors and start approaching them.