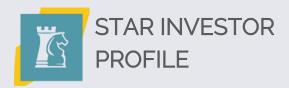
1.	Male/Female								
	i.e. If you are a female entrepreneur, statistically you have a higher chance of securing funding from a female investor.								
2.	Experienced in which skills?								
	Examples:								
	<ul><li>Finance</li><li>Tech</li></ul>		trepreneurship gistics	Blockchain     Design					
3.	Focused on which primary sector?								
	Examples:								
	<ul><li>Finted</li><li>Edted</li></ul>		<ul><li>Retail</li><li>Consulting</li></ul>	<ul><li>Big Data</li><li>Cleantech</li></ul>	<ul><li>SAAS</li><li>Fashion</li></ul>				
4.	What other tags may be used when searching for this investor?								
	1								
	2								
	3								
	Keyword se	earch term <b>such as:</b> • Wholesale	• B2B • Produc	ts • Female Founder • :	Sustainable • Social Enterprise				



4.	Geographical focus								
	Examp	oles:							
		ondon cotland	<ul><li>South East</li><li>Midlands</li></ul>	<ul><li>Ireland</li><li>Europe</li></ul>					
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								
		hing that fits <b>your</b> business, Arts • Music • S	i.e. Supporting Young Entreprene	eurs • Charity	• Cycling • Dogs				
				,					
7.	Now check that the investors on your list tick off the 5 C's								
	1	CONNECTIONS - i	in the industry						
	CREDIBILITY - to help attract others to invest								
	3	CASH - to invest in r							
	5	CHEMISTRY - to be							
	5		-	nored, you'll only know this whe	en you have spoken with them.				
	NIEN	AT MOVE							
Ĭ	NEXT MOVE								
	What is the one step/action I can take in the next 24 hours?								
	Exam	ple:							
	•	Find X number of ideal inves	tors and start approachir	g them.					