



Anticipating Investor Questions

Pre Session Questions: Handling a Conversation with An Investor:

Understanding their investment objectives
What would you like to learn?

Typically, investors will gauge on an investment opportunity based on a few factors:

**Founders -
Are they Investable
Material**

**Traction, Unit
Economics &
Product Market Fit**

**Scalability: Market
Size / Potential**

**Investment Exit
Potential**

**Valuation Ratios -
Will it provide good
ROI?**

Founders: Are they Investable?

- Attitude & willingness to learn
- Track record as a Founder
- Are they prompt and consistent in their replies?
- Are they trustable?
- Reputation amongst startup community

Traction & Unit Economics: Has it Achieved Product Market Fit (PMF)

- Traction: Has the startup attain consistent growth over a period of time? (at least 6 months)
- Product Market Fit: Has the startup attain positive and sustainable Unit Economics, using scalable channels?
- What is your Customer Lifetime Value & Cost per Acquisition?

Scalability: Market Size & Potential


- What is the addressable market?
- TAM: Total Addressable Market
- SAM: Serviceable Addressable Market
- SOM: Serviceable Obtainable Market → This is key.
- What would your potential traction be if we extrapolate it attained a portion of the market?

Investment Exit Potential

- What are my exit potential and option?
- Who are the potential buyers (M&A) and investors for your business?
- What is your (founder) exit plan? Are you looking for IPO, building a sustainable (profitable business) or Silicon Valley tech-style growth for equity growth gains

Will it Provide me Good ROI - Return on Investment

A red L-shaped graphic element consisting of a vertical line and a horizontal line meeting at a right angle.

- What is my investment potential?
 - How long will it take?
 - What are the trends to pursue me (investor) to invest in your business?
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- Decorative red and green curved shapes at the bottom of the slide.