



How to Pitch to Investors?

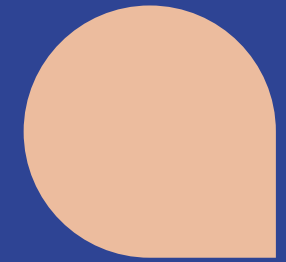
Understanding Investor Criteria & Fundraising Techniques

For Early-Stage Startups

By Anupam Pandey



Why Understanding Investors Matters?



- Investors don't just fund ideas, they fund businesses with potential.
- Knowing what investors look for helps in crafting a strong pitch.
- Investor relations are key to securing funding and long-term support.

Types of Investors & Their Criteria



- Angel Investors – Look for high potential and early traction.
- Venture Capitalists (VCs) – Seek scalability, PMF, and strong teams.
- Corporate VCs – Focus on strategic alignment with their industry.
- Private Equity (PE) – Invest in later-stage, high-revenue businesses.
- Government & Grants – Support innovation and social impact.

- **Market Opportunity** – Is the market big enough for exponential growth?
- **Problem-Solution Fit** – Does the product solve a critical problem?
- **Revenue Model & Unit Economics** – Is the business profitable or scalable?
- **Team Strength** – Do the founders have the capability to execute?
- **Traction & Validation** – Are there paying customers or strong user growth?
- **Competitive Advantage** – What sets the startup apart from others?
- **Exit Potential** – How will investors get their returns?

Key Criteria Investors Evaluate

Problem

What problems are people facing? List their top 3 frustrations.

Solution

How will you solve these problems? Write down a solution for each problem.

Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

Unfair Advantage

What separates you from competitors? What makes you ahead of the pack?

Customer Segments

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

Existing Alternatives

How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.

Key Metrics

How will you measure the success of your product or service? List the key metrics.

High Level Concept

How does your product or service change the game? What is the chemistry of things?

Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

Early Adopters

What are the specific characteristics of your early adopters?

Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

Start with a Lean Canvas

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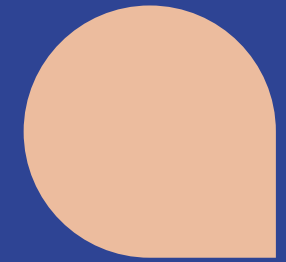
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How to know if you have PMF?



Awareness

How will you introduce your company to your potential customers? Examples: impressions, click-through rate, visits, and social media metrics.

Acquisition

Where are your potential customers coming from? What channel is driving the most valuable traffic for your company? Examples: new leads, email subscribers, resource downloads, support and sales chats.

Activation

How will you introduce your company to your potential customers? Examples: impressions, click-through rate, visits, and social media metrics.

**Strong activation rates
suggest early signs of PMF**



Retention

How many of your customers are you retaining? Why are you losing others? Examples: customer acquisition rate and customer churn rate.

Revenue

How can you increase revenue? What's your monetization plan? Examples: customer acquisition cost and customer lifetime value.

Referral

How can you turn your customers into advocates? What's your systematic process to generate referrals consistently? Examples: Net Promoter Score, referrals, and social shares.

Customer Acquisition Cost (CAC) –
How Much Do You Pay to Get a Customer?

Lifetime Value (LTV) –
How Much Money Does One Customer Bring?
A general rule of thumb is that LTV should be at least 3 times the CAC.

Burn Rate –
How Fast Are You Spending Money?

Churn Rate –
How Many Customers Are Leaving?

Google Analytics, Mixpanel, or CRM platforms
like HubSpot

Metrics & KPIs for Business Success

How to Track Progress Effectively?

Thank You!



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