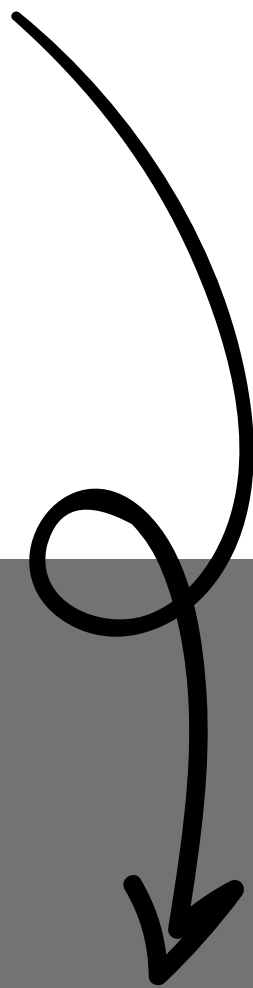
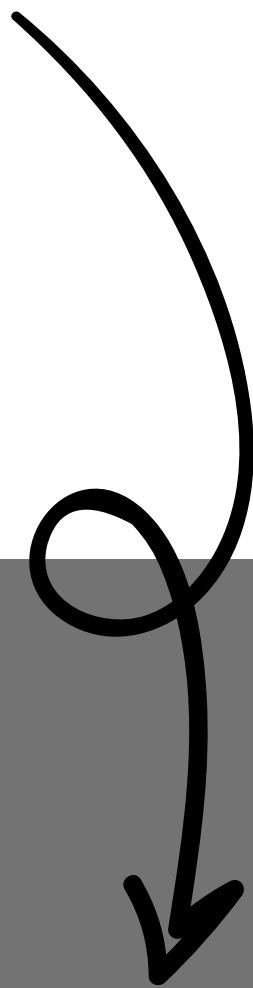


What investors say



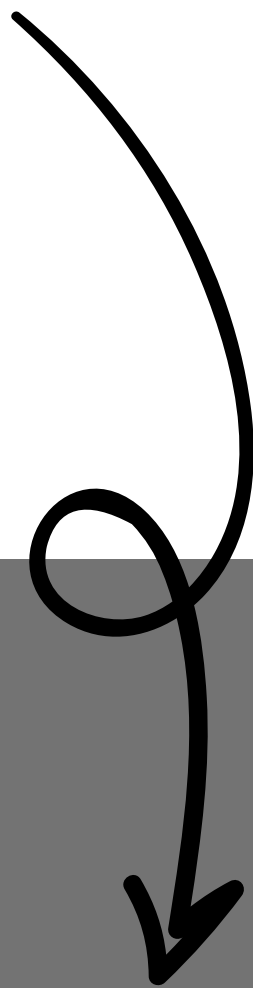
What they mean

“We’d like to stay in touch.”



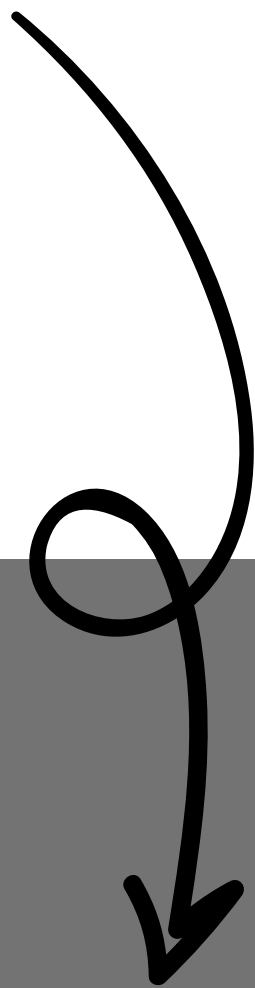
We're not interested now, but if you start making waves without us, we'll be back to claim we were supportive all along.

“You’re too early for us.”



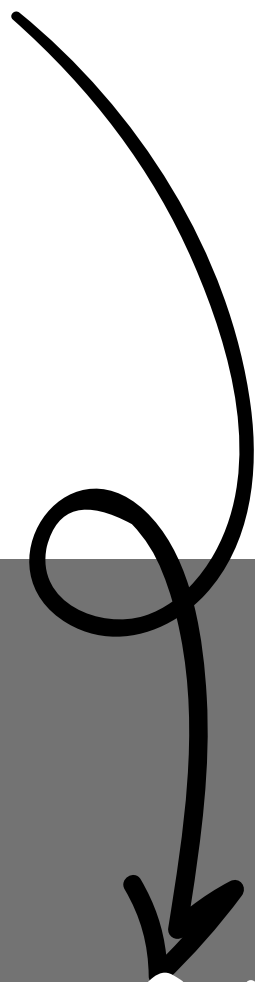
We’re waiting for someone else  
to take the risk first. If you  
survive, we’ll consider jumping in  
when it’s safer.

“You need a stronger team.”



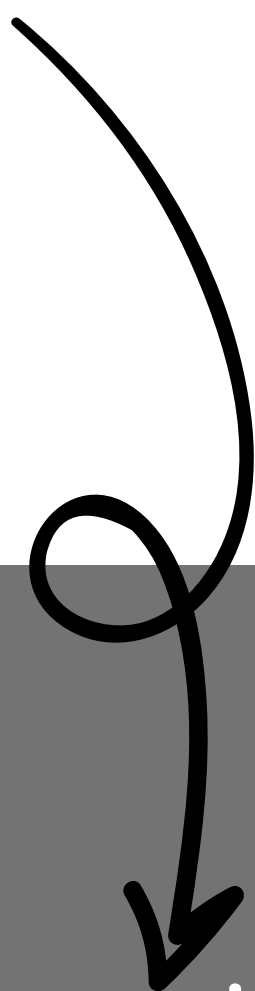
We're not confident in your abilities,  
but we're not going to help you  
build the team either. We just want  
a pre-packaged success story.

“Who else is involved in the round?”



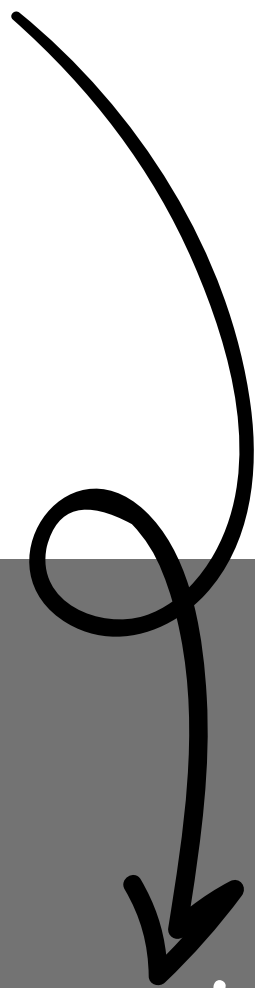
We need to know if there are bigger names or more knowledgeable investors involved. We'll drop their names like we're best friends and slap their logos on our deck.

“You should consider bootstrapping.”



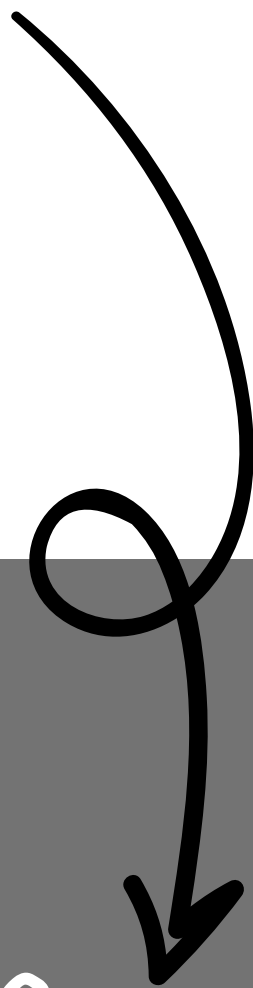
We prefer if you do all the hard work to prove the concept, then we can swoop in once it's clear you've built something valuable.

“We need to see a clear path to revenue.”



We're only interested once you've figured out how to make money—why take the risk when you can do the heavy lifting for us?

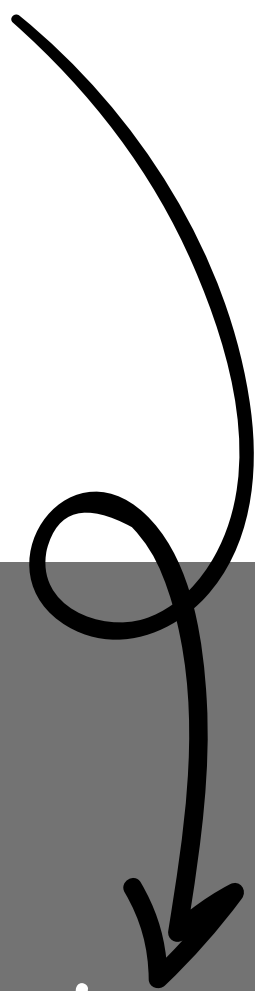
“We need to conduct due diligence.”



We're looking for any reason to back out, or we're just covering ourselves because we don't fully understand your business.

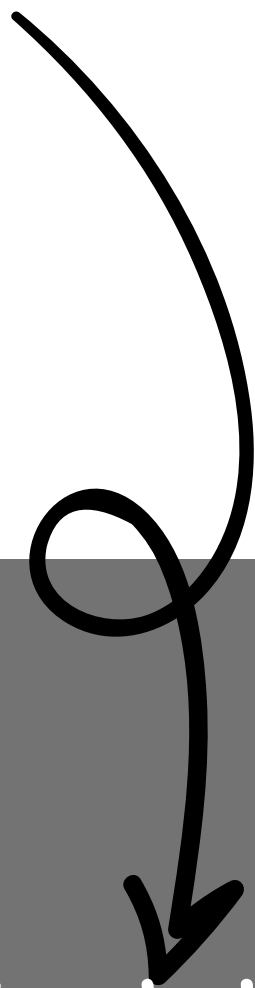


“Please find a lead investor,  
and then we can discuss  
further.”



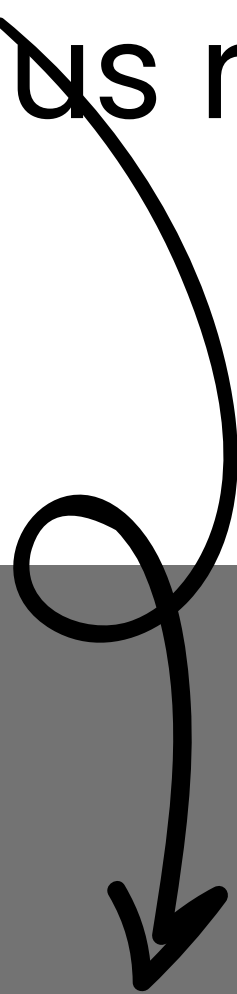
We don't want to take the first  
step because we're unsure, but if  
someone else does the heavy lifting,  
we'll jump in.

“We see a lot of potential  
here.”



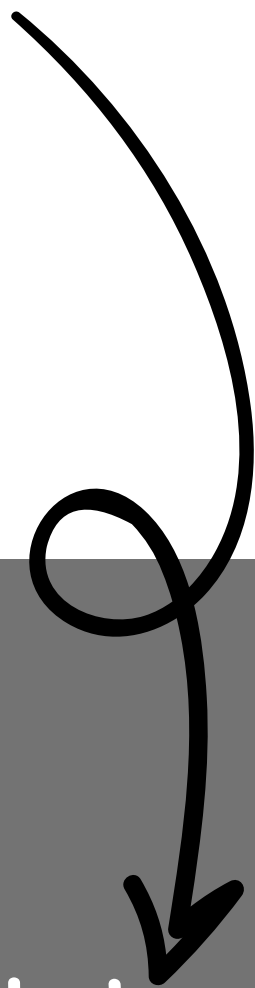
We see potential, but we're not  
knowledgeable enough to judge if it's  
worth the risk right now. We'll wait  
for more signals.

“We’re passing on this opportunity, but it’s more about fit than anything else. We think there’s potential, just not for ~~us~~ right now.”



You're the problem. It's you.

"YES"



We're interested, but don't pop the champagne yet—we still have a million questions, terms to negotiate, and a deep dive into your business before we actually commit