

Salient aspects of a Startup from Investors' Perspectives

What the startups need to note from the perspective of the investor?

The product offering, size of offering's (product or service) market, a great founding team and robust plans for growth are just some of the aspects that potential investors look for in a startup.

- **A great product or service**
- **Market Size and Potential for growth**
- **A motivated founding team**

- **A great product or service**

The entrepreneur/ co-founder need to show or present a convincing plan to make the product a market leader with a solid and unique value proposition and what sets the enterprise apart from its competitors.

With a big need for the product or service, investors would see a better RoI (Return on Investment); this happens when the product can be differentiated showing innovation with performance and delighter features.

- **Market Size and Potential for growth**

Investors will want to know if there are opportunities for growth, which is a salient metric for assessing the long-term potential for an early stage startup. While evaluating the market opportunity, the investor would endeavour to gauge how much customers are willing to pay for the product, since this drives revenue.

- **A motivated founding team**

Investors will want to be convinced that they are investing in startup having expert team of co-founders and associates, who are knowledgeable with complementary skills, driven, and have motivation and resilience and are ready for the long haul to make the venture a success that provides a consistent and solid foundation.