

Make a profile of your Audience Investor Edition

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

What investments have they made already? Technology, industries, marketplaces? Check their website to find out, write down 3-5 things about where they put their money.

What do they say on their website about their interests? What are the big 3-5 things that they are interested in? Technologies, macro trends, etc. Check <https://peak.capital/focus> for a great example.

What does the investor's team look like? Are they corporate banking types, or people with startup experience?

Does anyone in the investor's team have a blog? Have they written about a particular topic recently? What does the investor post on LinkedIn? If you can connect with their interests in the pitch or the social chat before or after the meeting ("hey, I saw your blog about..." "your post on LinkedIn about... was really interesting, got me thinking...", you'll have a better chance of connection.

Do they have any goals or mission statements about impact – social or environmental issues – or are they purely focused on 10x financial results?

What might be their Biggest Objection? What's the reason they might say, 'This will never work because...'?