

# How to Attract Local Investment

Presented by:



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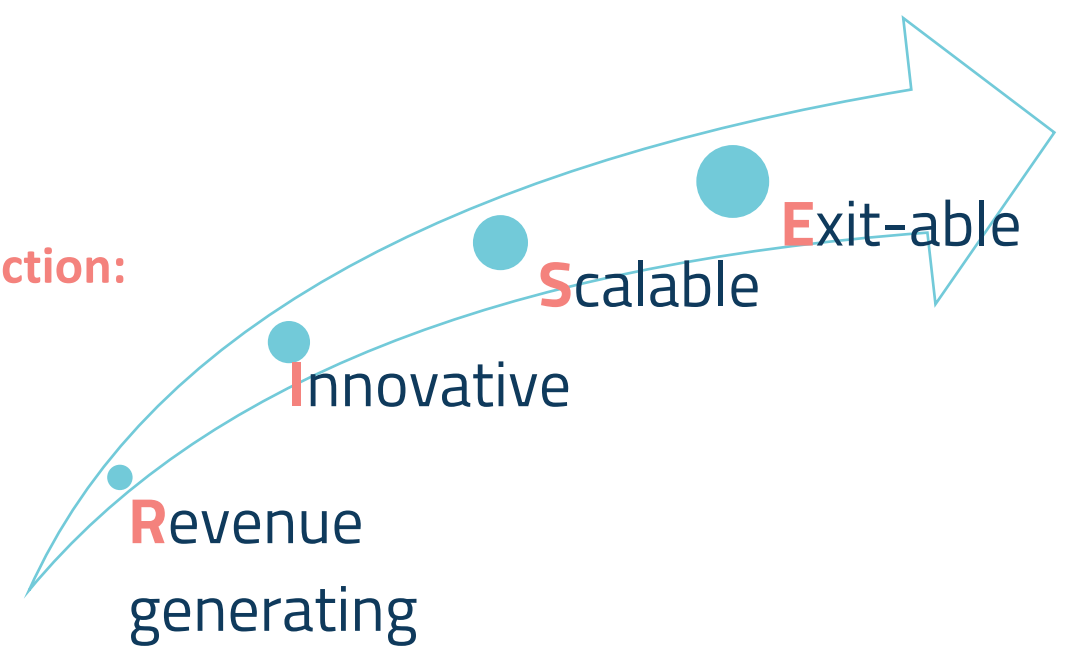
## Webinar Series

### Key Takeaways & Questions

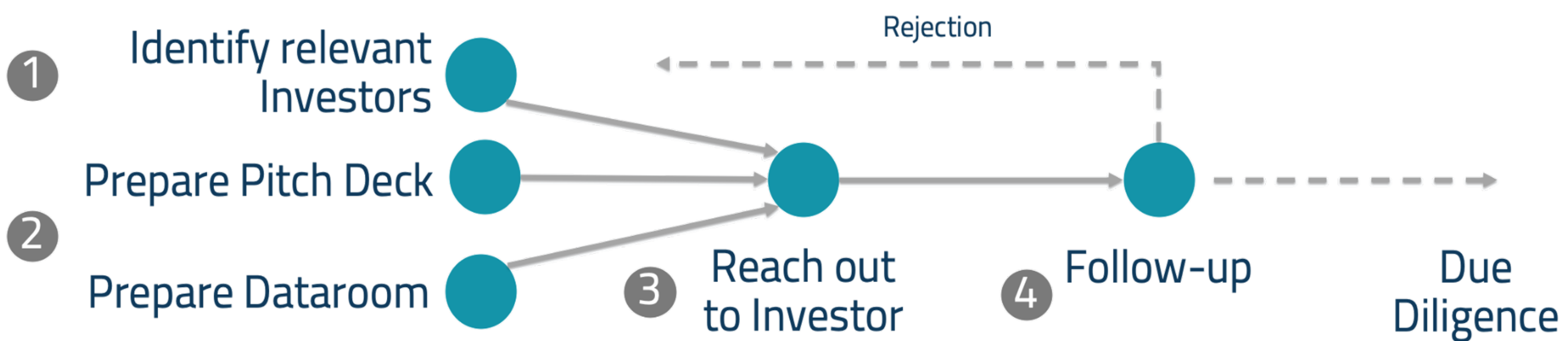
VCs like IDO look for startups that fulfil the following criteria:

- ✓ Companies that deploy innovative products or services
- ✓ Able and fully-engaged management team
- ✓ VC investors review hundreds of opportunities a year. Ask for a timeline to follow-up to your initial pitch deck
- ✓ Solid and sustainable business model
- ✓ Scalable business with international appeal
- ✓ Open for equity investment
- ✓ Willing to facilitate an investor exit in a reasonable time frame

A useful acronym to remember for startup selection:



Fit these criteria? You're ready to approach investors:



But keep these in mind:

1. Target investors **that are applicable** for your stage of business cycle. Family & Friends is the usual initial avenue while Private Equity is the most extreme end of the Investor horizon.
2. The **Pitch Deck is the initial presentation** to capture an investors interest. Adjust each pitch deck to what appeals to those investors. Early stage might prefer experience/quality founders. Impact investors would be focused on environmental and societal impact, in addition to the financial returns. Etc. **Dataroom is expected** from startups that have already generated revenue.
3. There are multiple methods of reaching out to investors. **Cold reach out** include emails, phone, or visiting the office without an appointment. **Referrals** is a method that is appealing for both the potential investors and startups.
4. Place a **few months** process when raising capital from new investors. Investors would be reviewing existing opportunities. Ask for when they may comeback to you and when you may send a follow-up email.
5. A **'No' does not mean 'Never'** – if it is the relevant investor. Gather feedback, reiterate, gather traction, and return. Be prepared that a relevant investor **may not share** a similar conviction and may not go ahead with the investment.

Have more questions for IDO Investments? Drop them a line: [info@ido.om](mailto:info@ido.om)