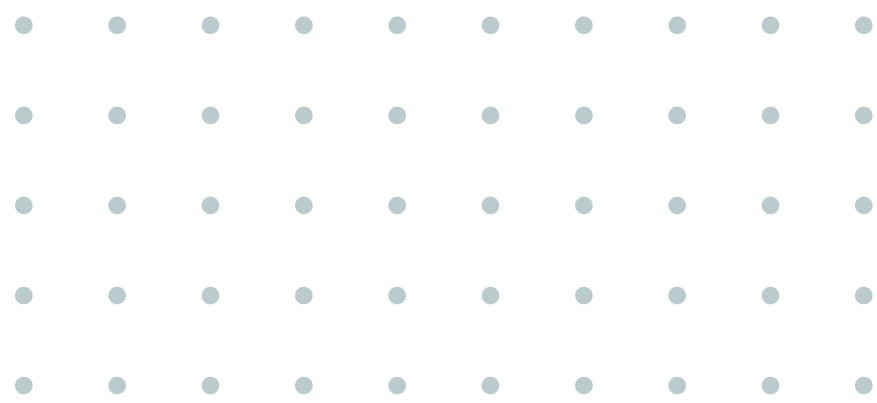




ATTRACTING INVESTORS

The importance of an
investor-ready mindset

Train the trainers

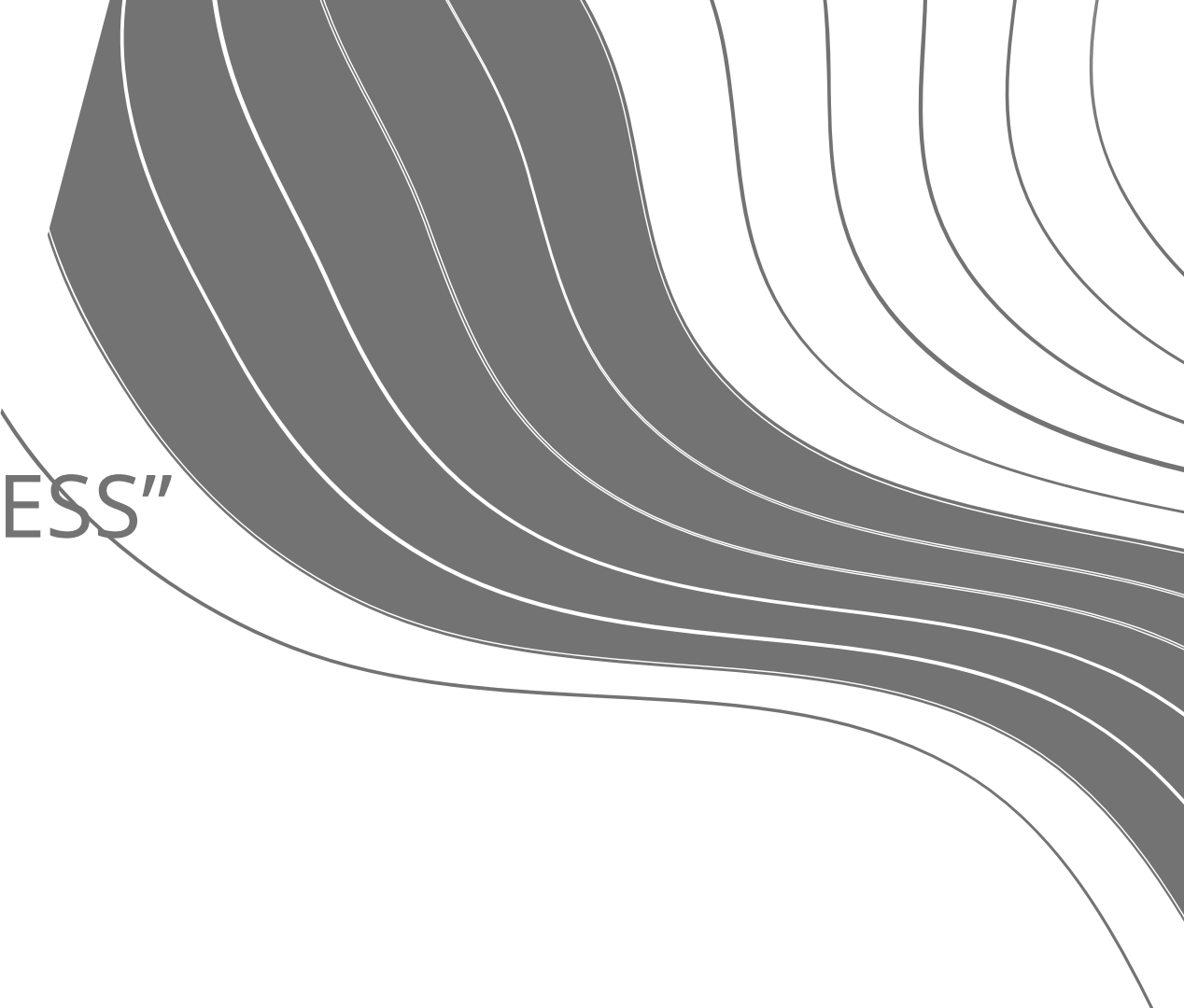
The RESIST project is co-financed by the European Union (European Regional Development Fund) under the Interreg Baltic Sea Region Programme.





Introduction

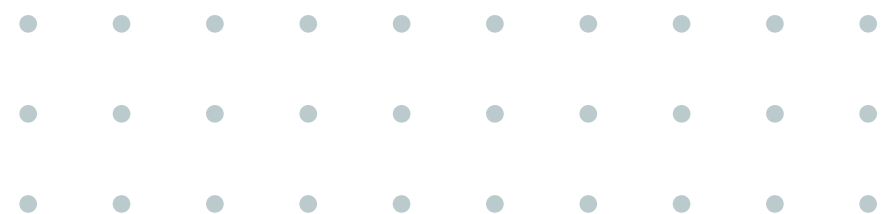
- Welcome!
- Objective: Learn how to attract investors while staying true to social and ecological goals during the pitch.



01. UNDERSTANDING “INVESTOR-READINESS”
Why do you need investors?

02. FINDING THE RIGHT INVESTOR
Who are you looking for?

03. BECOMING INVESTOR-READY
How do you address and attract investors?



INTRODUCTION

UNDERSTANDING INVESTOR-READINESS

- Definition: Being prepared to secure investments.
- Importance: Vital for social enterprises aiming to create impact.





The Social Enterprise Landscape

BALANCE

Balancing Profit and Purpose: What makes your social enterprise unique?

MATTERS

Understand your financials, and understand your social impact.

Align financial sustainability with social impact.



Hurdles



Lack of Capital

Many social enterprises struggle to secure initial funding.

Social entrepreneurs often face difficulty accumulating sufficient funds.



Hurdles

Limited Traditional Support

Banks and financial institutions
favour commercial enterprises
over socially driven ones.





Hurdles

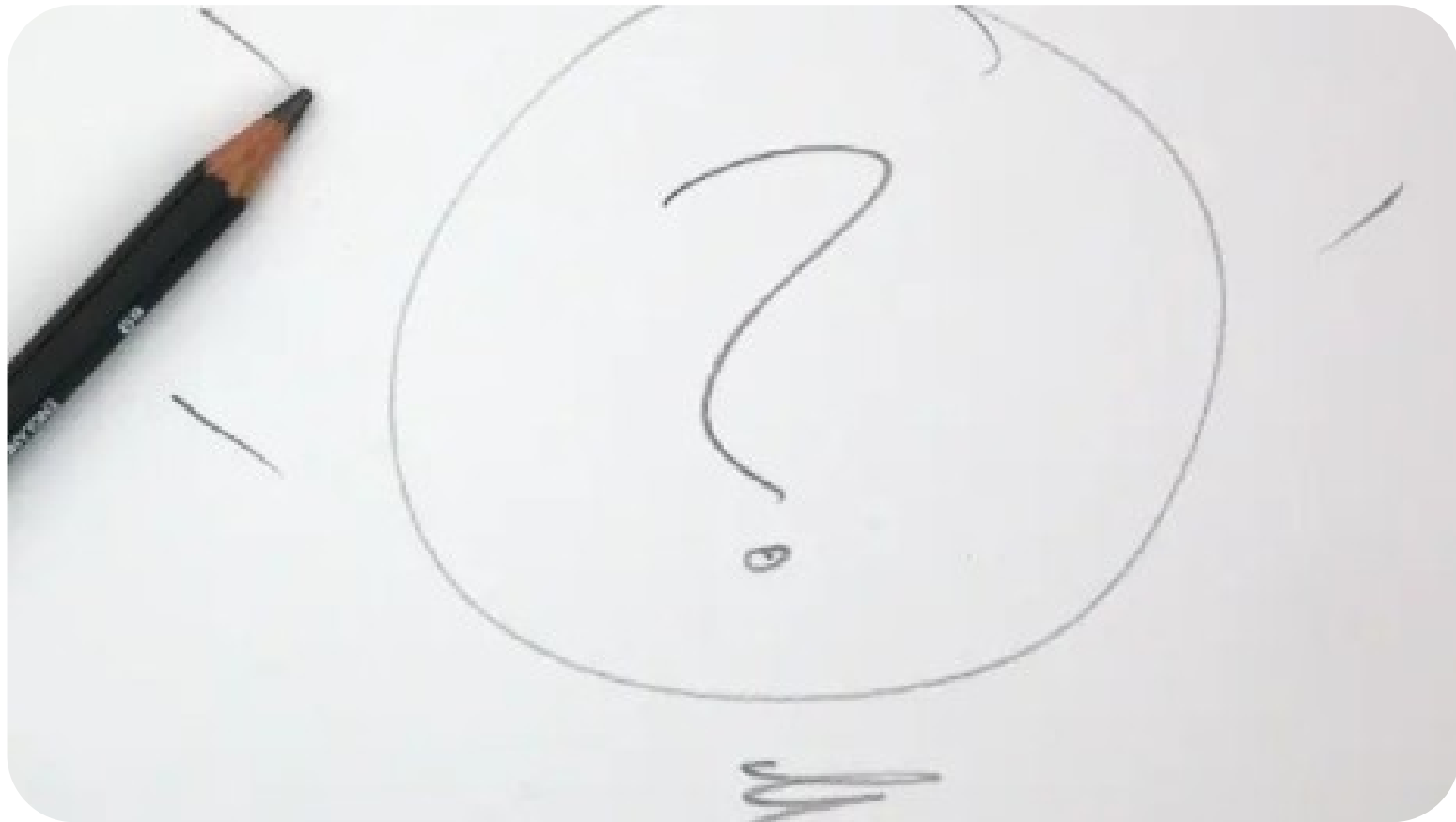


Misunderstood Risk

The misconception that socially driven organizations are not profitable.



Why are investors important?



Support

Investors believe in the mission and the project idea and help turn them into reality.



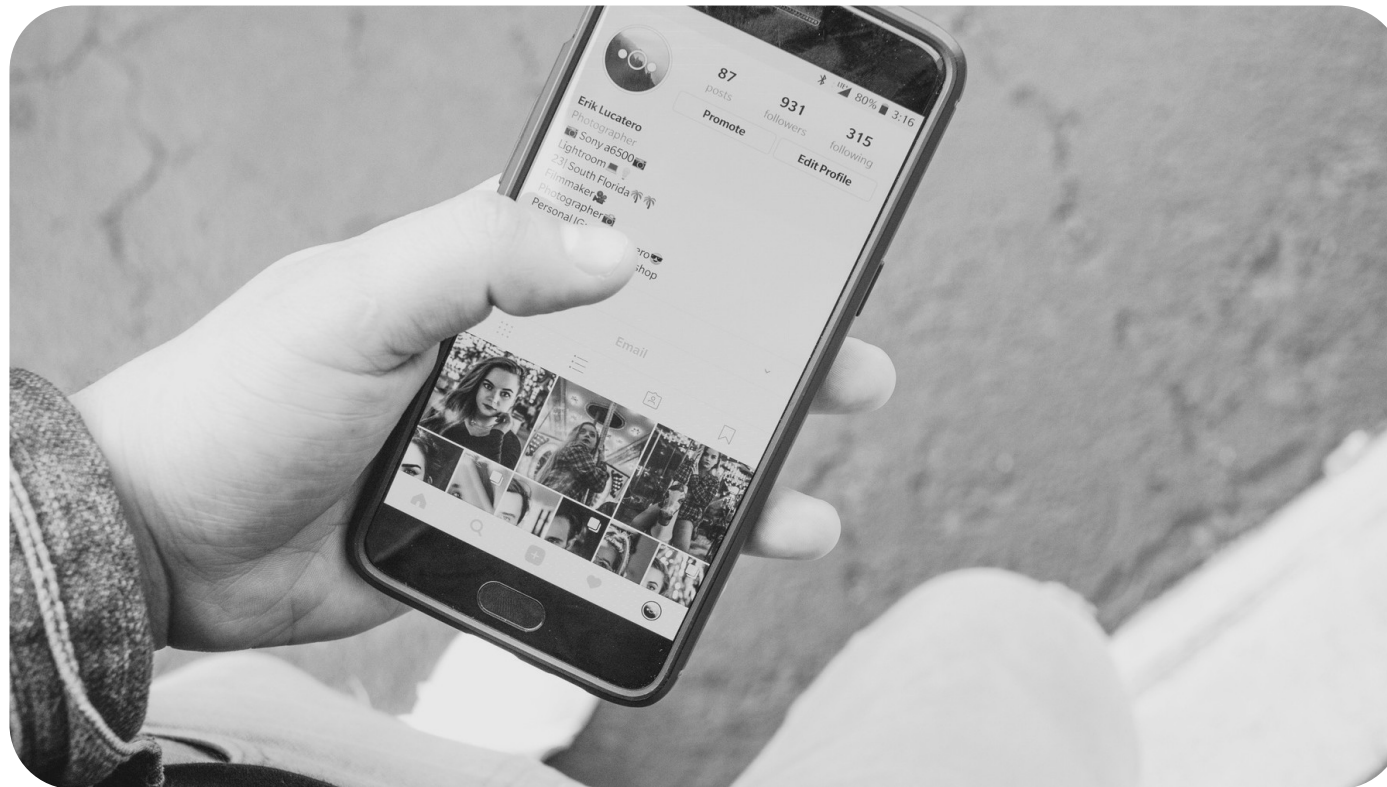
Why are investors important?

Funding

Investors provide the cash needed to move a project forward.



Why are investors important?



Team players

Investors are part of the collaboration, part of the team. Not only with cash but with their network, ideas, experience.

FINDING THE RIGHT INVESTOR

- Mission
- Mindset
- Mandate



MISSION: Beyond the numbers

Investors will back your mission - if they believe in it



MISSION: Beyond the numbers

Manage

Expectations

It's not just about
financials. Articulate your
goals, your “why”, the
story, and the purpose of
your business.



MISSION: Beyond the numbers

Mindset Shift

In a Social Business,
passion meets
pragmatism. Articulate
how financial tools can be
an answer to solve social
issues.





MINDSET: What is the invitation?



Purpose-Driven
Passion: When seeking
investors, you are
inviting to a
collaboration over
more than pure
finance. Articulate your
mission.



MINDSET: What is the invitation?



Long-Term Vision: Articulate where you are heading - beyond immediate gains.

You are inviting the investor to be part of a long-term journey, not quick financial returns.

MANDATE

FINANCIAL RETURN VS SOCIAL RETURN

Investors may have a social mandate or a pure financial mandate.

Understanding potential partners' mandates will help in finding the right fit for your mission.



BECOME INVESTOR-READY

- Know your Business
- Be Visible
- Be Confident





Understand your business



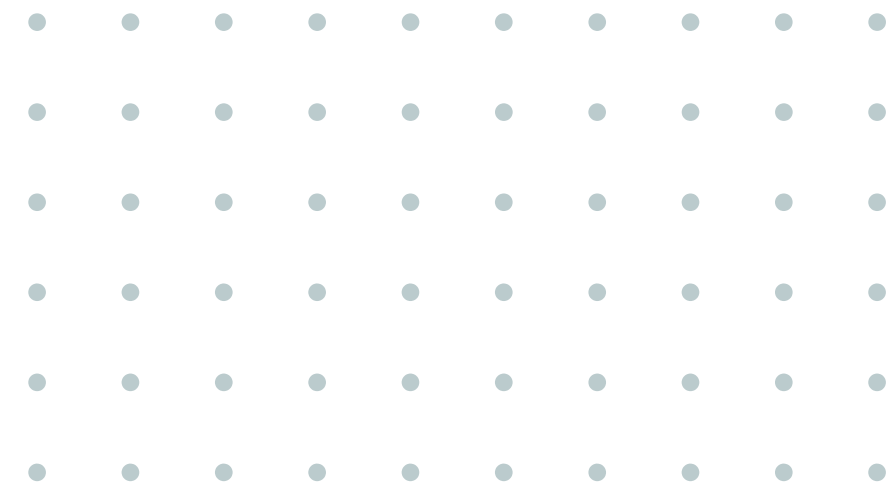
- Triple Bottom Line: People, planet, profit
- Measuring Success: Beyond profits
- Know Your Numbers: Burn rate, runway, growth projections
- Clean House: Legal compliance, IP protection
- Investor Documentation: Pitch deck, term sheet, due diligence, dataroom



Be visible



- Market Yourself: Make yourself attractive to the kind of investor you want on your team.
- Be visible: Build your network, consider strategic advertisement

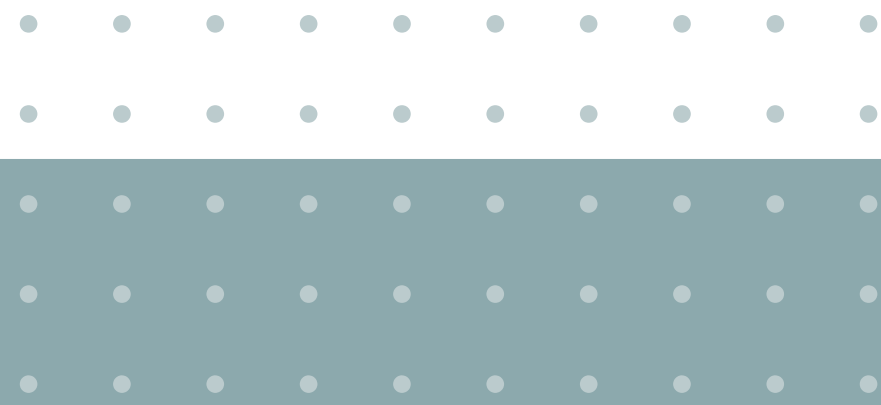




Be confident

- First Impressions Count: Investors evaluate not only your business idea but also your demeanour. It shows that you believe in your venture's potential.
- Inspires Trust: Investors want to back entrepreneurs who exude confidence.
- Know Your Business Inside Out: Mastery breeds confidence.





THANK YOU!

