

Team Monday

Research Findings

Founder Research

Quotes

“I knew about recruiting. But I didn’t really know much else.”

“ I did a bad job of setting expectations.”

“You can’t rely on someone else opinion on what is the best thing to do.”

“This technology is unprecedented.”

“I want to find people that also have that same level of passion about it.”

I Statements

I need to be better prepared for pitches.

I am eager for feedback.

In the beginning I felt lost and needed help.

I require a well-balanced team.

I disagree with my team sometimes.

Needs & Pain points

Team members should balance each other out (5)

- friction can be a good thing as long as people are willing to listen and work it out

Need access to experienced people (4)

- unsure where to start

Seek feedback to improve pitch and company (4)

Investor Research

Quotes

“40% return, 50% return, 100% return, yawn I don't care.”

“It has to be 5x better. Better, faster, cheaper.”

“I wouldn't do a robot or a semiconductor or biotech so anything riding a digital wave.”

“We are a little more passive we're not actively looking for investments.”

“They kept believing in him and putting some money in there and the guy just pissed off everybody in the end.”

I Statements

Of all the requirements I look at, team dynamics is the most important.

I don't like investing in new founders, I look for experience in the management team.

I want to make a big return.

Needs & Pain points

How well does the team work together (6)

Won't invest in inexperienced founders (4)

Angel investors don't have the knowledge/tools to make informed decisions (7)

Personas

Greg - VC Manager



"You always wanna try and make 7 times your investment."

Age: 56

Work: VC Fund Manager

Family: Married

Location: Los Angeles, CA

Personality



Opinionated

Uptight

Knowledgeable

Friendly

Goals

- Finding a multi-fold return on investments
- Safely manage investments

Frustrations

- Does not have a standardized system setup for analyzing and assessing startups
- Has a lot of money and people depending on his decisions
- Sometimes forgets to ask the critical questions during pitch meetings

Bio

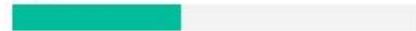
Greg is a seasoned VC manager who uses his experience as a hedge fund manager to invest in tech companies that are paving the way for technical advancements. He has been doing this for 20 years and is very cautious with his investments.

Motivations

Profit



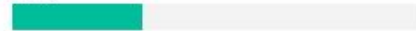
Fear



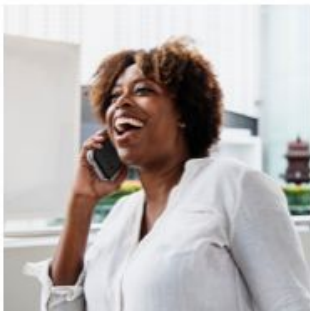
Growth



Power



Angela - Novice Angel Investor



"I don't think I would ever invest in a brand new startup... we are a little bit risk-averse"

Age: 40

Work: Advertising

Family: Single

Location: Los Angeles, CA

Personality



Passive

Eager

Unsure

Helpful

Goals

- Help her startups achieve their goals
- Make a safe and profitable investment
- Expand her knowledge of the industry and learn more about investing tools
- Spot the diamonds in the rough

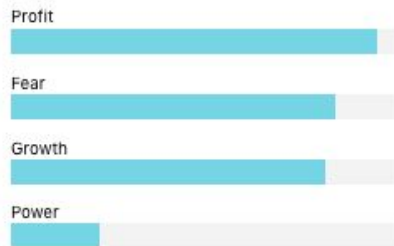
Frustrations

- Doesn't know what to ask of startups
- Doesn't have a thorough understanding of the industry
- Doesn't know how to effectively diversity her portfolio
- Her network is not very big and she depends a lot on other people's recommendations for investments

Bio

Angela is college educated and comes from money. She is aware of the successes and failures of the tech industry but is still interested in investing in it. She is skilled in marketing and was very hands on in helping the management team of the one startup she invested in.

Motivations



James - First-time Startup Founder



"This is a lot of figuring out on the way. There is no real roadmap"

Age: 28

Work: Engineering

Family: Single

Location: Los Angeles, CA

Personality



Passionate

Hard-working

Resilient

Vision

Lost

Flexible

Goals

- Get funding
- Find the "right" investor
- Expand the business and team without sacrificing core values
- Get objective feedback on his pitch and product
- Hire contractors for short term project

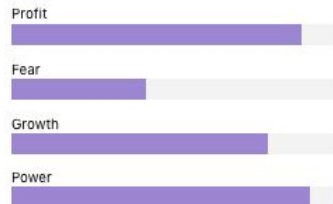
Frustrations

- Doesn't know how to improve his pitches
- Starting and running your own business is hard - mentally and emotionally
- Time wasted debating and discussing among his team
- Doesn't know how to fully utilize mentors
- Broke! - Needs funding soon

Bio

James is a mechanical engineer by education and an entrepreneur at heart. He has a passion for building useful things that will make an impact on people's lives. Having worked in the automobile industry for a few years, he has noticed a task that was being completed most ineffectively and thought of a way to change that. He's spotted a niche in the market and believes that his idea will fit it well.

Motivations



Keith - Experienced Angel Investor



"I need to believe in the team and the product"

Age: 64

Work: Marketing

Family: Married

Location: Los Angeles, CA

Personality



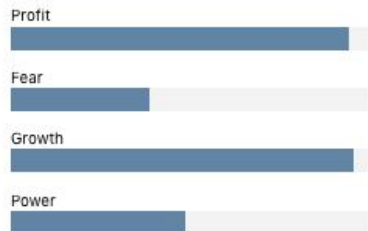
Confident

Active

Determined

Helpful

Motivations



Goals

- Make a profit from his investment
- Build a personal and professional, advisory network
- Help startups succeed by providing professional resources and making introductions
- Make informed recommendations to novice investors
- Spot diamonds in the rough

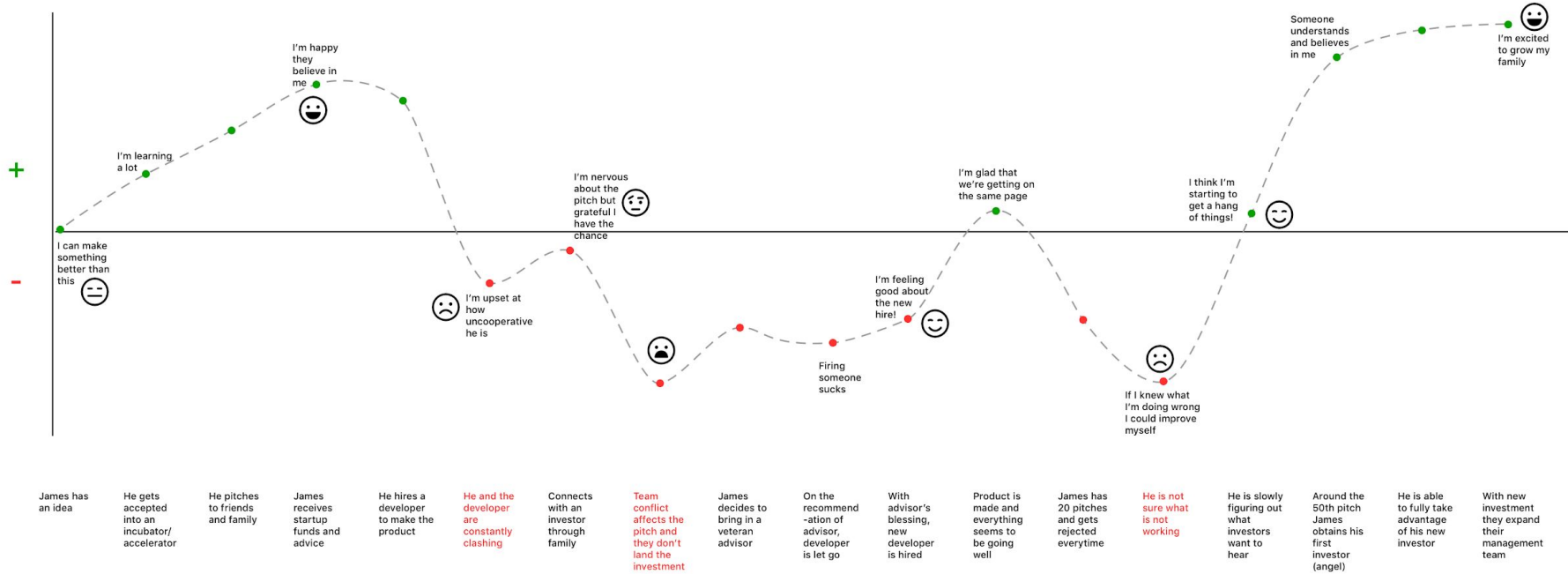
Frustrations

- Doesn't have a large network
- Does all his own research
- Feels responsible for novice investors he recommends companies to
- A lot of people ask his for advice; he feels accountable for other people's money

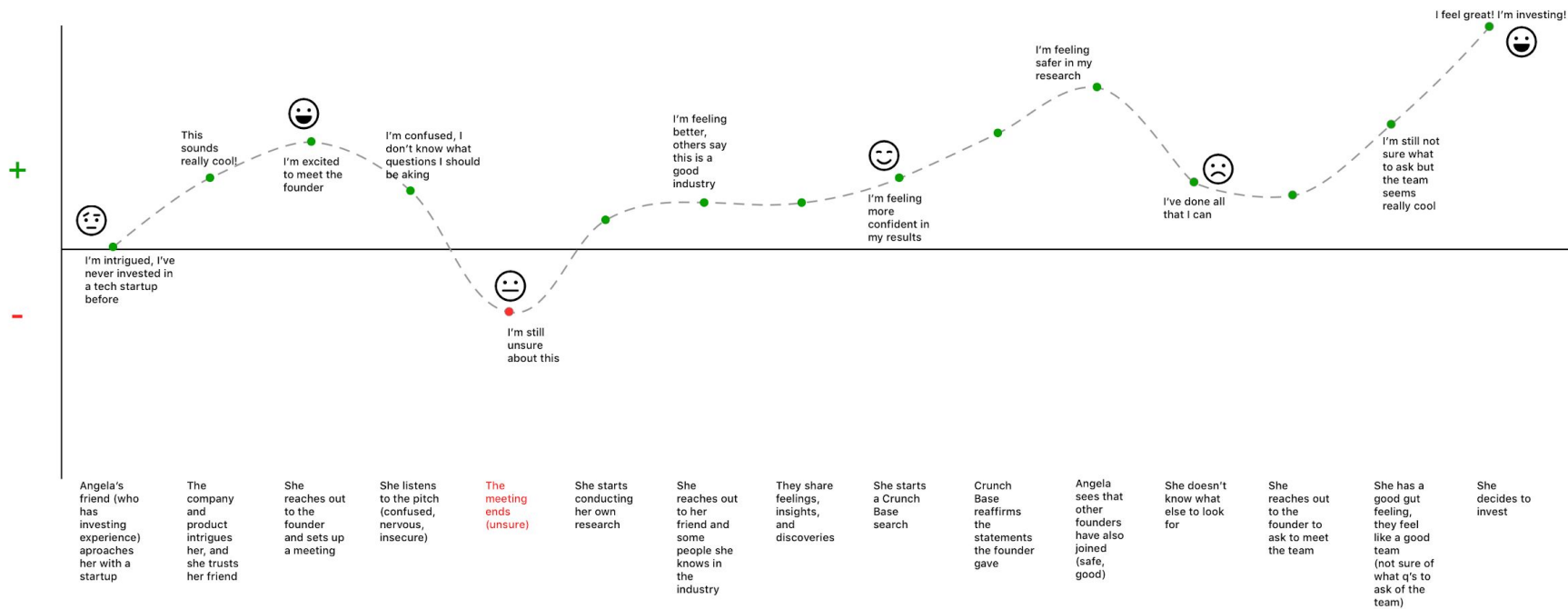
Bio

Keith is a calculated risk taker who knows what he wants in an investment. He is open-minded when it comes to products and industries. He avoids novice founders but he is willing to take high risks with promises of high reward. He has been investing for the last 15 years and likes the independence that comes with being an angel.

Customer Journey Maps

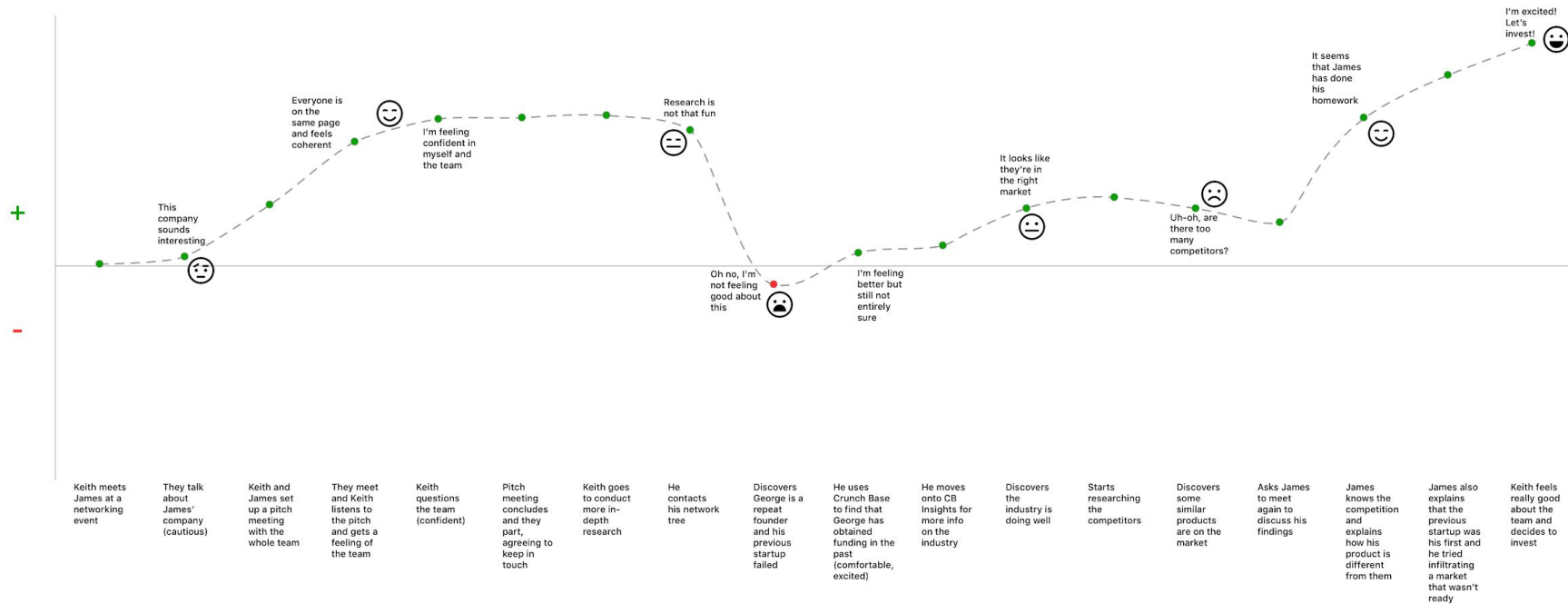


James



Angela

Keith



Problem Statements

The Investor

Problem Statement

Angela needs a way to assess the market need for a startup because she wants to know that there's a ready market for the product.

How we can help

We believe that by developing a market comparison tool for investors we will achieve safer investments for investors.

Measuring results

We will know this to be true when investors report higher rates of successful investments.

The Founder (Recommended)

Problem Statement

James needs a way to assess the compatibility of his management team because investors like to invest in cohesive and experienced teams.

How we can help

We believe that by developing an objective method for assessing teams for James we will achieve higher and quicker funding rates.

Measuring results

We will know this to be true when James receives funding within 10 pitches

The Founder

Problem Statement

James needs a way to ask for feedback because he doesn't know how to ask the right questions to investors to maximize each pitch experience.

How we can help

We believe that by creating an educational platform for James, we will achieve quicker funding rates.

We believe that by creating a platform for anonymous feedback for James, we will achieve quicker funding rates.

Measuring results

We will know this to be true when James receives funding within 10 pitches.

The Founder

Problem Statement

James needs a way to filter through the feedback and advice he's receiving because it's taking too long for him to perfect his pitch and attain his first investor.

How we can help

We believe that by creating a platform where feedback can be submitted and received for James or an educational and advisory platform, we will achieve higher quicker funding rates.

Measuring results

We will know this to be true when James receives funding within 10 pitches

Our platform will help
James attain funding
quicker while
informing Angela.