

Venture Financing:
[Step-by-step Guide](#)

Investment Selection Criteria

Ranking by Business Angels & Venture Capitalists



Venture Financing: Process and Selection Criteria

The five sets of things venture capital investors look for in a start-up, in order of importance, are¹:

1. a large, rapidly expanding market
2. people / management that can get the job done
3. a brilliant idea of technology that can be commercialized
4. a strategy that has a strong [sustainable competitive advantage](#)
5. a reasonable price per share



Portfolio Diversification

The One Investment Strategy That Keeps Your Financial Dreams Alive.
www.WealthDaily.com/Investor_Rpt

venture capital loan

Get access to 4300+ VC investors - \$900 billion in active Funds
VCgate.com/Venture_Capital.htm

Venture Financing

Key Documentation To Be Prepared by the Entrepreneur

CFA Institute & Oxford

Partnership Programme in Private Equity
www.sbs.ox.ac.uk/pe

Summary of Investment Criteria²

(in Rough Order of Importance)

Selected Investment Criteria	Ranking by Business Angels	Ranking by Venture Capitalists
People or entrepreneur		
Enthusiasm of the entrepreneur(s)	1	3
Trustworthiness of the entrepreneur(s)	2	1
Expertise of the entrepreneur(s)	4	2
Investor liked entrepreneur(s) upon meeting	5	9
Track record of the entrepreneur(s)	10	8
Market or product		
Sales potential of the product/service	3	5
Growth potential of the market	6	6
Quality of the product/service	7	10
Niche market	9	13
Informal competitive protection of the product/service (know-how)	12	14
Nature of competition in the industry	17	16
Overall competitive protection of the product/service	21	11
Formal competitive protection of the product/service (patents)	27	20
Financials used to screen for potential gains		
Perceived financial rewards	8	4
Expected rate of return	11	7

Ads by Google

[green venture capital](#)

Get access to 4300+ VC investors - \$900 billion in active Funds
VCgate.com/Venture_Capit

[Portfolio Diversification](#)

The One Investment Strategy That Keeps Your Financial Dreams Alive.
www.WealthDaily.com/Inve

[Asset Management System](#)

Comprehensive Software for Capital Markets. Learn more!
Comarch.com/IT_Asset_Ma

[Settlement greater Paris](#)

Investment business France Val de marne strategic position
www.thefutureisaplace.com

[Warren Buffett System](#)



Download the step-by-step guide to investing just like Warren Buffett.
www.BuffettSystem.com

Ads by Google

[Technical Analysis Alerts](#)

Free Technical Analysis Newsletter Alerts On Penny Stocks About To Run
WhisperFromWallStreet.com

[Panama Inn / B&B](#)

High margins for business	15	15
Financials to monitor the operating firm		
Low overheads	16	21
Ability to break even without further funding	18	19
Low initial capital expenditures needed (on assets)	19	24
Size of the investment	20	23
Low cost to test the market initially	22	22
 Venture Financing <i>Make your project attractive to investors!</i> 		
Other business attributes (vital to hands-on role)		
Possibility of investor's involvement in business development	13	18
Investor's strengths in filling gaps in the business	14	26
Venture is local	23	27
Other business attributes (miscellaneous)		
Potential exit routes (liquidity)	24	12
Investor's understanding of the business or industry	25	17
Presence of (potential) co-investors	26	25

For Sale
 Beautiful Contadora Island Location "Turn Key" Immediate Cash Flow
www.viviun.com/AD-132566

ExBrit With A UK Pension?
 ExPats Unlock Your Pension Value Improve Benefits. Get A Free Review
www.ukpensiontransfer.com

One World Currency
 Register now to receive \$500,000 No interests, no contracts, no fees
www.uia.net.au

Learn Financial Modeling
 Step-by-Step Self Study & Classes Build DCF, LBO, M&A, Comps Models
www.WallStreetPrep.com

 [Discover much more!](#)

Venture Financing

- [Business Angels](#)
- [Venture Capital Firms](#)
- [Step-by-Step Guide to Venture Financing](#)
- [Guidelines for Getting \(and Keeping\) Funding in Today's Market](#)
- [Key Documentation To Be Prepared By the Entrepreneur](#)
- Case Study:** [Venture Capital Investment Process](#)

Venture Presentation Guidelines

- [How To Make an Effective Venture Presentation](#)
- [Venture Presentation: 8 Issues in 8 Minutes](#)

Startup Business Plan

- [Business Plan DOs and DON'Ts](#)
- [Business Plan Evaluation by Venture Capital Investors](#)

Evaluation of a Start-Up Company

- [What Are the Venture Capitalists' Investment Criteria?](#)

 Ten3 Mini-Courses **Presentation:**  [View](#)  [Download](#)

- [Venturepreneur \(100 slides\)](#)
- [Venture Financing \(40 slides\)](#)



Venture Financing

Complete "A to Z" Smart & Fast guide

Make your project attractive to investors!

- Understand the Venture Financing Chain
- Understand the requirements of Venture Capital Investors
- Follow **unique Step-by-step Guide** to Venture Financing

New-generation e-book + 40 slides ► **Click Here!**



Venturepreneur

Smart & Fast

Ten3

Mini-Course

100

Slides

1. High-growth Business
2. New Business Model
3. New-to-the-world Product
4. Venture Financing
5. Entrepreneurial Leader



Click here

 **We help you change the world!**

We pioneered Business e-Coaching in 2001. Today, we have customers in 100+ countries!

 **Special Offer**

 **Smart Entrepreneur** 

	6 Inspirational Mini-courses	Number of Slides	Regular Price
1	<u>Venturepreneur</u>	100	US\$ 34
2	<u>Venture Financing</u>	40	US\$ 19
3	<u>New Business Models</u>	40	US\$ 19
4	<u>Entrepreneurial Creativity</u>	75	US\$ 29
5	<u>Entrepreneurial Leadership</u>	40	US\$ 19
6	<u>Winning Customers</u>	100	US\$ 39

Package price US\$ 69 ▶ Save US\$ 90  **Buy now!**







★ **Our selected customers:**

- 3M
- ABB
- Adidas
- Alcatel
- American Express
- Bayer
- British American Tobacco
- British Petroleum
- Canon
- Citigroup
- Cisco
- Colgate
- Corning
- Deloitte
- Ernst & Young
- Fujitsu-Siemens
- GE
- HP
- Hitachi
- Hyundai
- IBM
- Intel
- Johnson & Johnson
- KPMG
- Lufthansa
- Microsoft
- Motorola
- Nokia
- Oracle
- Saab
- Samsung
- Shell
- Sony

Don't sit on your dreams – make them a reality!

Bibliography:

- 1: "High Tech Start Up", John L. Nesheim
- 2: "Angel Investing" by Mark Van Osnabrugge and Robert J Robinson, Harvard Business School

 Map	 Ranked #1	 Search	Glossary	Free Downloads	 Products	 Testimonials	Training	Contact
<p>We invented Business e-Coaching in 2001 Today, we have customers in 100+ countries! Our customers: Ernst & Young, Fujitsu-Sieme</p>			<div style="border: 1px solid black; padding: 5px;"> <p>Business  Your inspirational 360 Achievement Catalyst! We help you change the World!</p> <p>Coach Ten3 Mini-courses: Sets  Ten3 e-Coach: Full Version </p> </div>				<p>Ten3 Business e-Coach Inventor, Author & Founder – Vadim Kotelnikov © Vadim Kotelnikov, GMIS</p>	