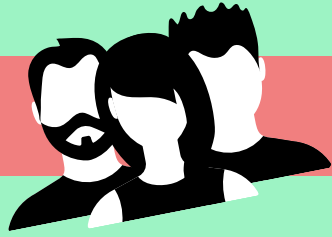


Investments in Startups

Making great, innovative ideas come to life does not come cheap and navigating the startup investment space is no walk in the park. Sparring & The Wired Wig break it down for you below.



Type of investors

Founders

Family & Friends

Accelerators

Private Equity Funds

Corporate Strategic Investors

Venture Capital Funds

Angel Investors



Investment Process

- 1 **Pitch** to investors
- 2 **Negotiations** start
- 3 **Term Sheets** signed
- 4 **Audit** & doc review
- 5 **Docs** signed
- 6 **Investment** provided



Methods of investment

Shareholder contribution

- Contribution into the capital fund
- Entered in the commercial register

Share Buyout

- Investor buys shares from inactive founders
- Based on share transfer agreement

Convertible Loan (CL)

- Aim \neq to repay
- Loan converted into shares on favourable terms
- Conditions agreed in CL agreement

Negotiation Tips



Find investors of the same "**blood type**"



Set **priorities** & **compromise** points



Transparent, complete & **organised** audit docs



Don't dilute founder shares too soon!

