

Investor expectations for financing Start-up Companies

Richard Brooks

“Technology doesn’t necessarily have any inherent value.

People don’t buy technology, they buy solutions to problems”

Graham O’Keefe, Partner Atlas Venture

A few of the basics (1)

there is a market for a
developed invention

you have the necessary team to
develop product and get to
market

A few of the basics (2)

How much cash is needed to develop invention to marketable product?

What is potential return on capital (ROI)?

A few of the basics (3)

Is there defensible IP?

Are there barriers to
entry?

Summary

Credibility of you and team,
innovation , market and
ROI

Thank you

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