



FUNDING PARAMETERS

WORKSHEET

A key to success is clearly understanding what type of investor you want and aligning that with an investor's preferences. Investors, including angels, venture capital (VC) firms and institutional investors, will have clear funding parameters: how they define what they will and won't consider investing in.

Most investors use one or more of these categories to define their investing parameters:

Industry	
Location	
Ticket Size or Amount	
Business Model	
Stage of Business	

Take some time to clearly identify what your funding parameters are, so that you will have them ready when you start your investor research.