



When considering a company for investment, investors are often looking at a variety of variables. Listed below are some common items that most investors are looking for:

- Previous Investments Received
- Technical Expertise
- Business Expertise
- Experience with Exits
- Maintenance of a Lean Business Model (Ability to Pivot)
- Corporate Structure Strategy
- Understanding of Size of Total Addressable Market
- Understanding of Competitive Landscape
- Problem and Solution Summary
- Differentiation
- Market Share Opportunity
- Go To Market Strategy
- Understanding of Barriers to Entry
- Market Validation
- Marketing Strategy
- Value Proposition
- Product Development Strategy
- Development of a Target Market
- Sales Operations Map
- Customer Lifetime Value Analysis
- Investment Terms
- Additional Funding Interest/Commitments
- Contingencies

If you have checked 15 or more boxes, you may have a strong pitch!
Contact Team@ArgonaPartners.com for help with your capital campaign strategy & material.