



How to get that first meeting with a VC/Investor

Getting that first meeting with an investor can be a tough thing to do, depending on what stage your startup is in. If you are a well known startup that has managed to get a good amount of publicity, then the chances are that the investor has heard about you. If not, then this is the time to begin telling them about your idea or startup.

It is not actually rocket science. As entrepreneurs, we tend to think that it is really difficult to get in touch with an investor, to get that first meeting. But remember, investors are there to listen to you. That is their job. They need to find good startups where they can invest the money which they are supposed to invest for that particular year.

But as an entrepreneur who is trying to get in touch with an investor for the first time, we do make mistakes. I made these mistakes the first time I was trying to get in touch with investors. But once you learn from your mistakes and are able to find the perfect way to connect.

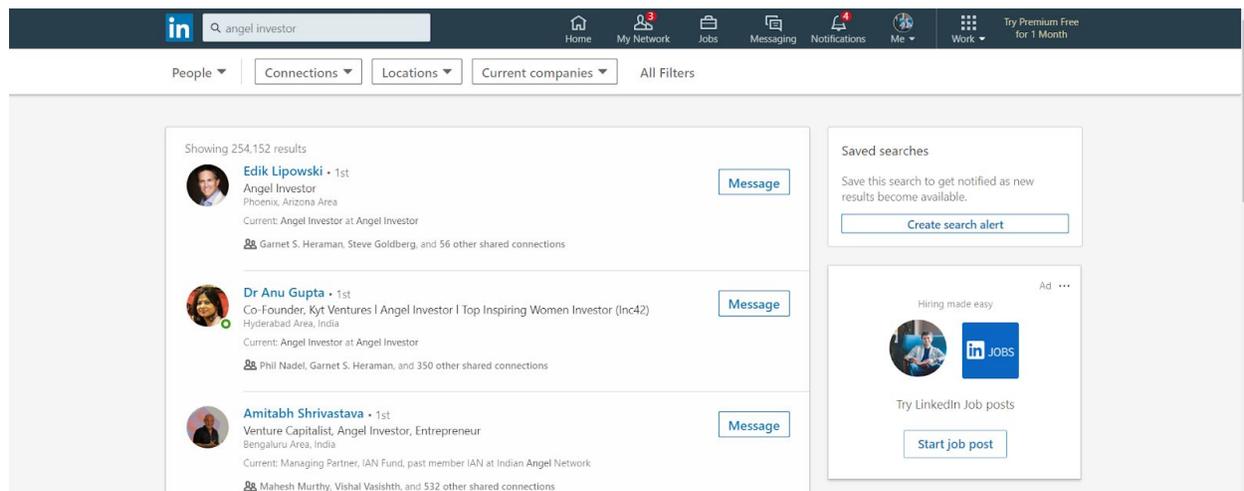
I am sharing some proven techniques below which have previously worked for me. **Also, at the end of each step, there is a task for you which will help you be accountable and reach your goal.**

Step 1: Find out the investors in your space and connect

Okay. First step. Before sending emails and messages to investors, you need to find the contact info of those investors. If you have been reading newspapers and online blogs on startups and investment related news, you must have saved the names of different investment firms and individuals.

The next step is to search for the investor either on LinkedIn or on their website. Most of the investors/VCs have their email ids listed on their website.

Another way is to do a LinkedIn search with the keywords “Angel Investor” or “Venture Capital”. This will throw up a long list of people. Send them a request and see if they accept it.



Task for you:

- Open your linkedin and write down the number of connections you currently have.
- **Connect with 10 investors everyday for a month.**
- Search for “Angel Investor” or “Venture Capital”
- Filter it by the location of your choice
- Send them a request.
- Prepare an explainer video for your startup or service. You can use various online tools to either create it yourself or you can employ a professional company to produce a better quality explainer video for you. This explainer video will be needed in step 4.

Note: If you want to get professional explainer videos to be made within a small budget of around INR 15000 - 20000, contact bangaloreinsider@gmail.com. We have experts who can help you with this.

Step 2: First interaction - Don't send a long mail or message

So, you have managed to connect to the investor on LinkedIn or you have found his email id (I am using his for the sake of brevity). You are so eager to send him the business pitch that you had been preparing for a long time. As entrepreneurs, we can't wait to tell our idea or about our business to people. But hey! Not this time. It's not a good idea to send everything about you and your business to an investor in the first interaction.

I have personally made this mistake and I have seen that it doesn't work. Investors don't even read your messages and emails that are long. I also understand why they don't.

Think about it. As an entrepreneur you too might receive tons of messages from people and companies who want to sell their services to you. Most often, you receive a long email from service providers who are pitching their services like digital marketing or accounting services etc to you in a long email. Most of the time you tend to ignore it.

The reason is that you haven't made the connection. You don't know who the person is.

It's the same thing with the investor.

What should you do?

Send a simple LinkedIn message or email with the following text

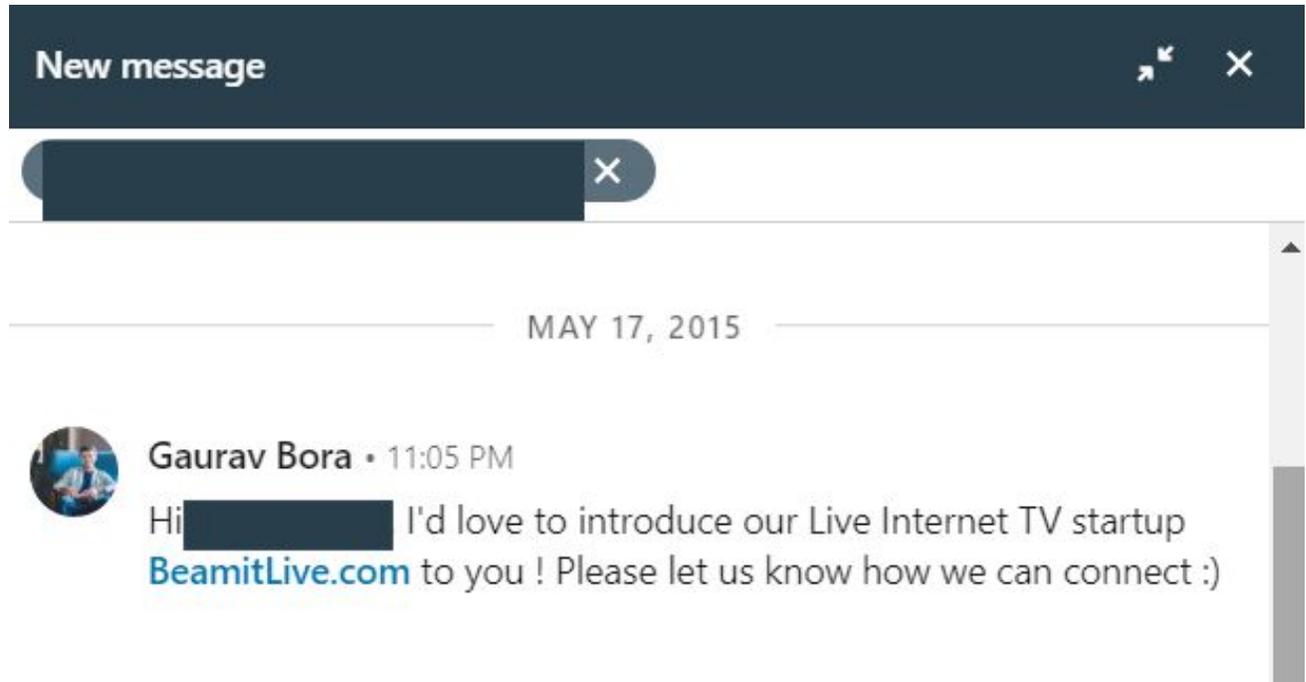
Hi Dave,

This is Gaurav here from ABC. I wanted to introduce my startup which is an online video counseling platform to you.

Please let me know what the best way will be to connect 😊.

Regards

Gaurav



Task for you for the third week:

- Find out the number of connections you have made in the last two weeks.
- Send them a simple message (the template is shared above)

Step 3: Follow ups

You didn't receive any reply?

Don't worry. Follow up after a week. Don't be rude or angry just because the person hasn't responded to your mail. It's not that he must reply to you. Send a polite follow up mail.

It can be something like this

Hey Dave,

Hope you are doing well.

I just wanted to check if you were able to find some time to go through my mail.

Regards

Gaurav

Task for you for the fourth week:

- Go to your inbox and find the introduction messages you have sent in the last week.
- If they haven't responded, send them a follow up mail or message (template is shared above).

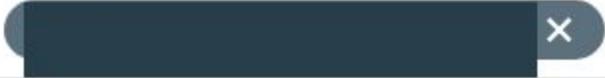
Step 4: What to do after the investor replies?

Congratulations! You have crossed the first hurdle. You have successfully received a reply. I can understand the joy you receive when you receive a positive reply from an investor who wants to know more about your startup. Using the above techniques, I was able to get a meeting with all 20 investors/VC that I had connected to.

The investor will generally reply and ask you to either send a pitch deck or will ask you to visit their office for a meeting. Both scenarios are good, the latter being more exciting.

If you have received a mail asking for a pitch deck, send them a well written pitch deck and ask for a meeting to explain things in a better way. If the investor likes your pitch deck, he will certainly want to meet you to discuss further.

New message



MAY 17, 2015



Gaurav Bora • 11:05 PM

Hi [REDACTED] I'd love to introduce our Live Internet TV startup BeamitLive.com to you ! Please let us know how we can connect :)

MAY 18, 2015



[REDACTED] Dave • 11:20 AM

send me an email to [REDACTED] [joiacap.com](mailto:[REDACTED]@joiacap.com) please and we will schedule a time to talk,

You can send a mail in the following format

Hi Dave,

Thanks for connecting on LinkedIn. Taking our conversation from LinkedIn to mail.

Let me introduce to you - BeamitLive.com which is arguably India's Only Live Internet TV Portal. The following is an explainer video and a small write up about our start up. Please have a look.

The link to the explainer video about BeamitLive is <http://beamitlive.com/info/play.php>

What is BeamitLive.com?

BeamitLive is an Over The Top Internet TV Network that aims to provide a platform to content creators to have their own TV channel on the Internet, thereby reducing their dependencies on the monopoly of satellite TV channels.

To begin with, BeamitLive has started with the Live entertainment sector, whereby it helps connect live shows to worldwide viewers by live broadcasting their event on BeamitLive.com, thus giving the content creators a platform to show their event beyond the walls of the venue. For viewers BeamitLive gives them free access to some of the best events happening across the country.

Vision:

The main vision of BeamitLive is to be the Number 1 platform for all content creators (production houses, freelance video producers etc) to show their video content to the world in a television format over the Internet.

{ you can write other details here }

I would like to request for an appointment so that we can present our business plan and explain the other aspects in detail. We will be looking forward to hearing from you soon. Thanks

Regards

Gaurav

Note: Don't send the explainer video as an attachment. Make it easy for them. Upload it to YouTube and include the link in the email. That way, the investor doesn't need to download the video and can simply click the email and watch it on their laptop or mobile.

Task for you:

- Just send the email.

Step 5: Go & Pitch and remember “Being Nice” always helps

Got a meeting with the investor? Woohoo! But the job is not even half done.

When you have a meeting lined up with the investor, prepare well. Think like an investor and think of questions that you think an investor will ask you. Come up with logical solutions. Don't use jargon.

This is your moment. It can be the most important ten minutes of your life. Relax and speak how you normally speak about your business to your friends and family.

Summary

Here is a summary of the steps and tasks

Step	Details	Task
1	Find out the investors in your space and connect	<ul style="list-style-type: none">• Open your linkedin and write down the number of connections you currently have.• Connect with 10 investors everyday for a month.• Search for “Angel Investor” or “Venture Capital”• Filter it by the location of your choice• Send them a request.• Prepare an explainer video for your startup or service. You can use various online tools to either create it yourself or you can employ a professional company to produce a better quality explainer video for you. This explainer video will be needed in step 4.
2	First interaction - Don't send a long mail or message	<ul style="list-style-type: none">• Find out the number of connections you have made in the last two weeks.• Send them a simple message (the template is shared above)
3	Follow ups	<ul style="list-style-type: none">• Go to your inbox and find the introduction messages you have sent in the last week.• If they haven't responded, send them a follow up mail or message (template is shared above).
4	What to do after the investor replies	<ul style="list-style-type: none">• Just send the email.
5	Go & Pitch and remember “Being Nice” always helps	