



# How to attract investment in your startup

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# Vocabulary

- ▶ Far-reaching - далеко идущий
- ▶ Estimate – исчисление
- ▶ Embellishing – приукрашивающий
- ▶ Frequent - частый
- ▶ Stipulate – оговаривать
- ▶ Favor – польза
- ▶ Presence – Присутствие
- ▶ Bounce - Отказ



The need to attract third-party investments in your project to one degree or another arises in 9 out of 10 beginning startups. How to find an investor, how to interest him, what he wants to see and hear, and what he can offer you and what he most likely wants for it. These are the main questions that certainly arise before every entrepreneur in the process of finding an investor.

Below we give the most common typical mistakes of beginning startups :





1. 9 out of 10 business start-ups ask potential investors for a large round sum.



2. Embellishing yourself and your project.

A man in a light blue shirt is sitting at a desk in an office, resting his head on his hand. He appears to be tired or stressed. In the background, there is a laptop and some papers on the desk. The image has a dark overlay and a red rectangle in the top right corner.

3. Invalid situation.



## 4. Marketing research.





5. The lack of a clear business plan.



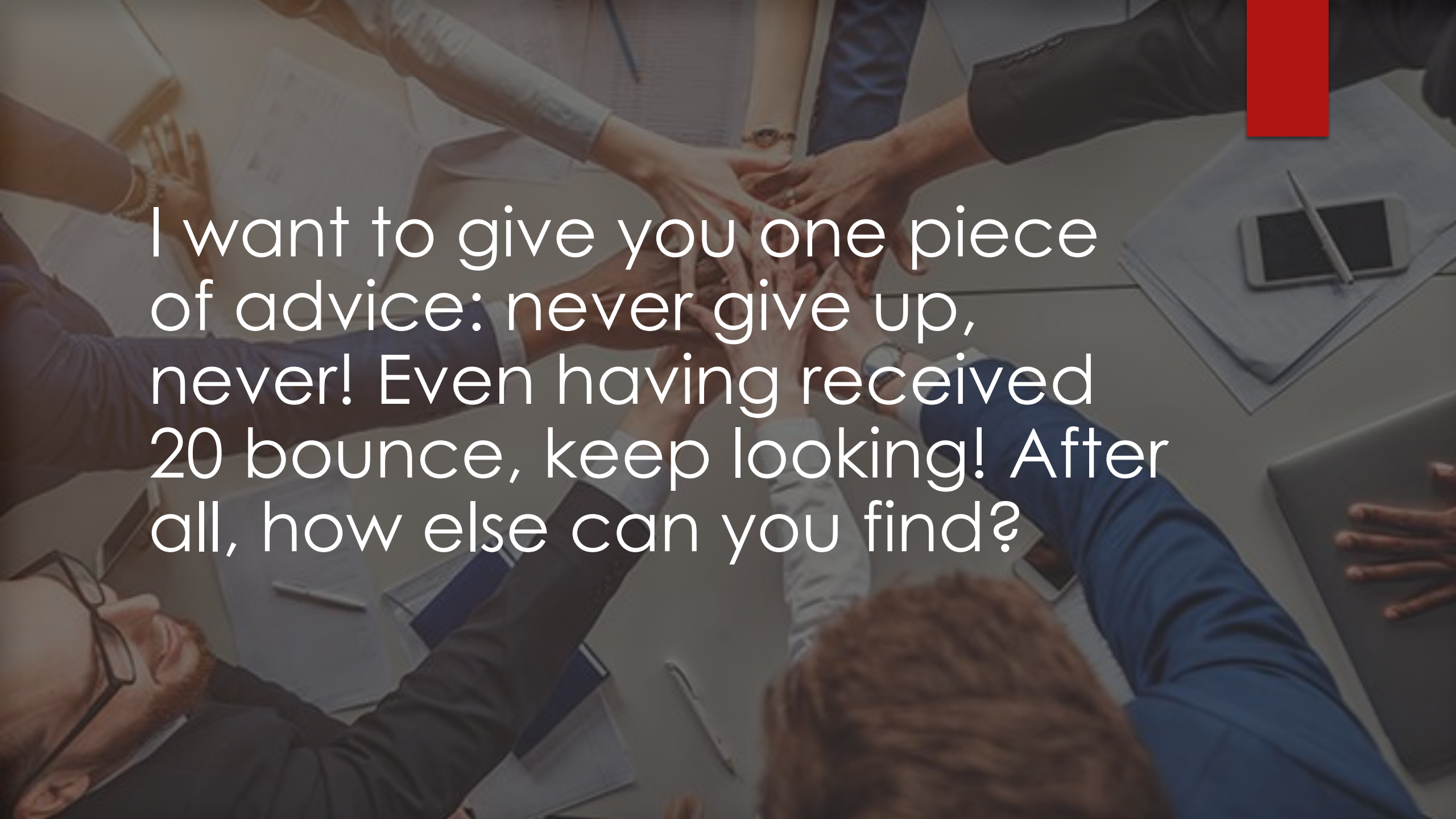
6. “What do you know about marketing?”



7. Even the old Russian proverb “Alone in the field is not a warrior”

8. A big mistake is having networks but not using it.





I want to give you one piece of advice: never give up, never! Even having received 20 bounce, keep looking! After all, how else can you find?

Thank you for attention!