



# 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 sleeping at a desk in an office. His head is resting on his arms, which are crossed on the desk. A laptop is open to his left, and several papers are scattered on the desk surface. The background shows a blurred office environment with windows. A solid red rectangle is positioned in the top right corner of the image.

3. Invalid situation.



## 4. Marketing research.





5. The lack of a clear business plan.



6. “What do you know about marketing?”



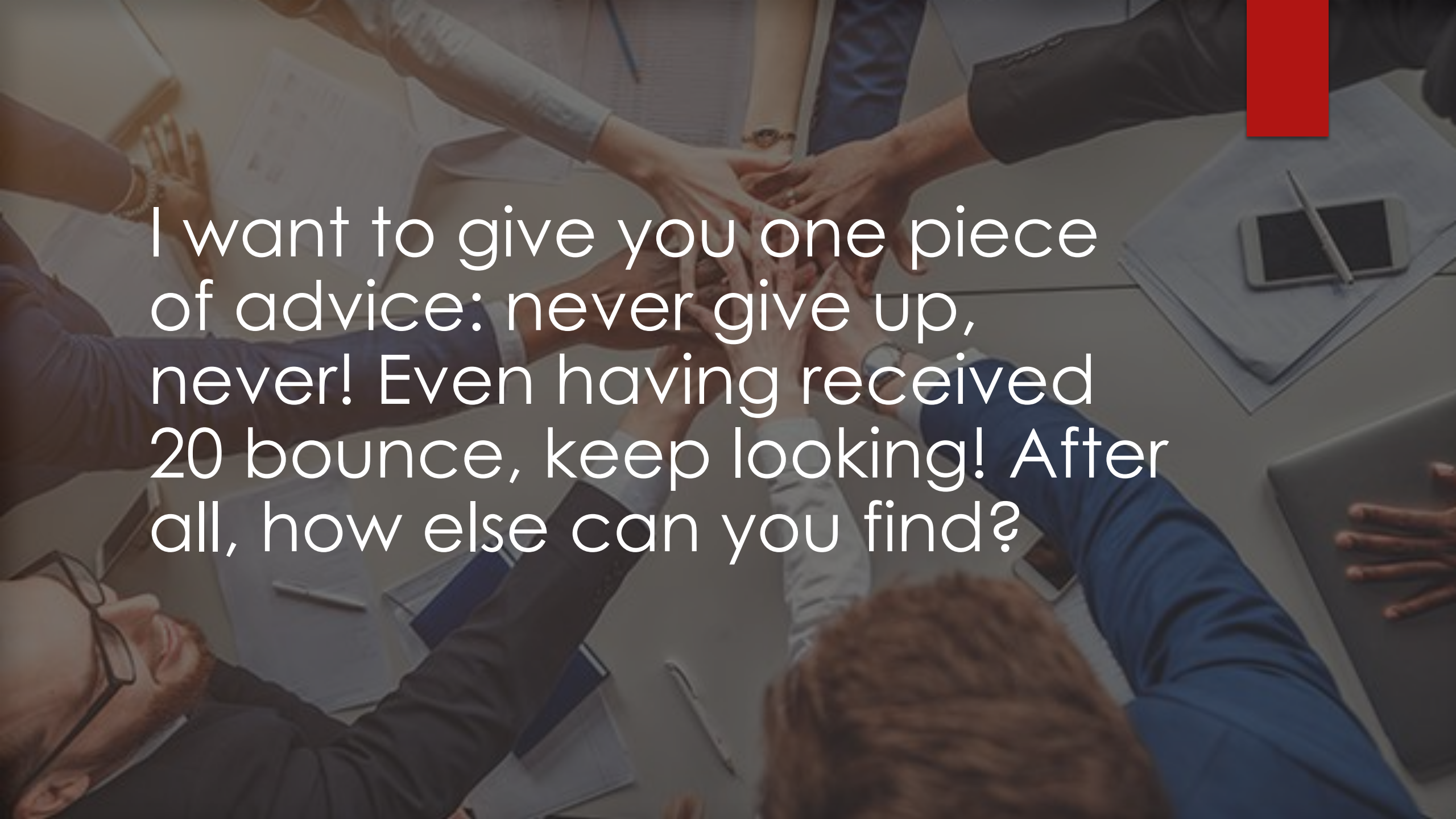


7. Even the old Russian proverb “Alone in the field is not a warrior”



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!