



Блок 4 модуль 3

Venture capitalists and angel investors

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Venture capitalists and angel investors



<https://pixabay.com/ru/images/search/money/> - здесь и далее



Vocabulary to be used -1

- ❑ Investment – to invest - an investor
- ❑ A start-up is a small business that has just been started
- ❑ A venture capital firm – венчурная фирма

- ❑ A venture - a new activity, usually in business, that involves risk or uncertainty - предприятие – совместное предприятие - joint venture

- ❑ To provide capital to
- ❑ An equity stake – доля в акционерном капитале
- ❑ To fund - финансировать – to subsidize, to sponsor, to finance



Vocabulary to be used -2

- ❑ An equity market – stock market - **An equity market** is a **market** in which shares of companies are issued and traded – фондовый рынок
- ❑ A share – акция – (to issue a share, a partnership share, a profit share), on shares - на паях
a shareholder – акционер
- ❑ To risk investing in a company
- ❑ To earn a return on the investment – возврат инвестиций

- ❑ To experience a high rate of failure
- ❑ A new and unproven company



Vocabulary to use -3

- ❑ To pool money from – to collect money \ to aggregate capital from many investors «сбрасываться»
- ❑ A money pool - денежный пул

Money pool - money, collected together for shared use by several people or organizations

- ❑ limited partnership – товарищество с ограниченной ответственностью



Who is a venture capitalist?



A private equity investor

Provides capital to companies with high growth potential in exchange for an equity stake

Invests as can earn a return on the investments if companies are a success



Some facts about venture capitalists

may fail, because the companies they give money to, are unstable

can work on their own, but usually for a venture capital firm

form limited partnerships (LP) where the partners invest in the VC fund



To the history of venture capitalism

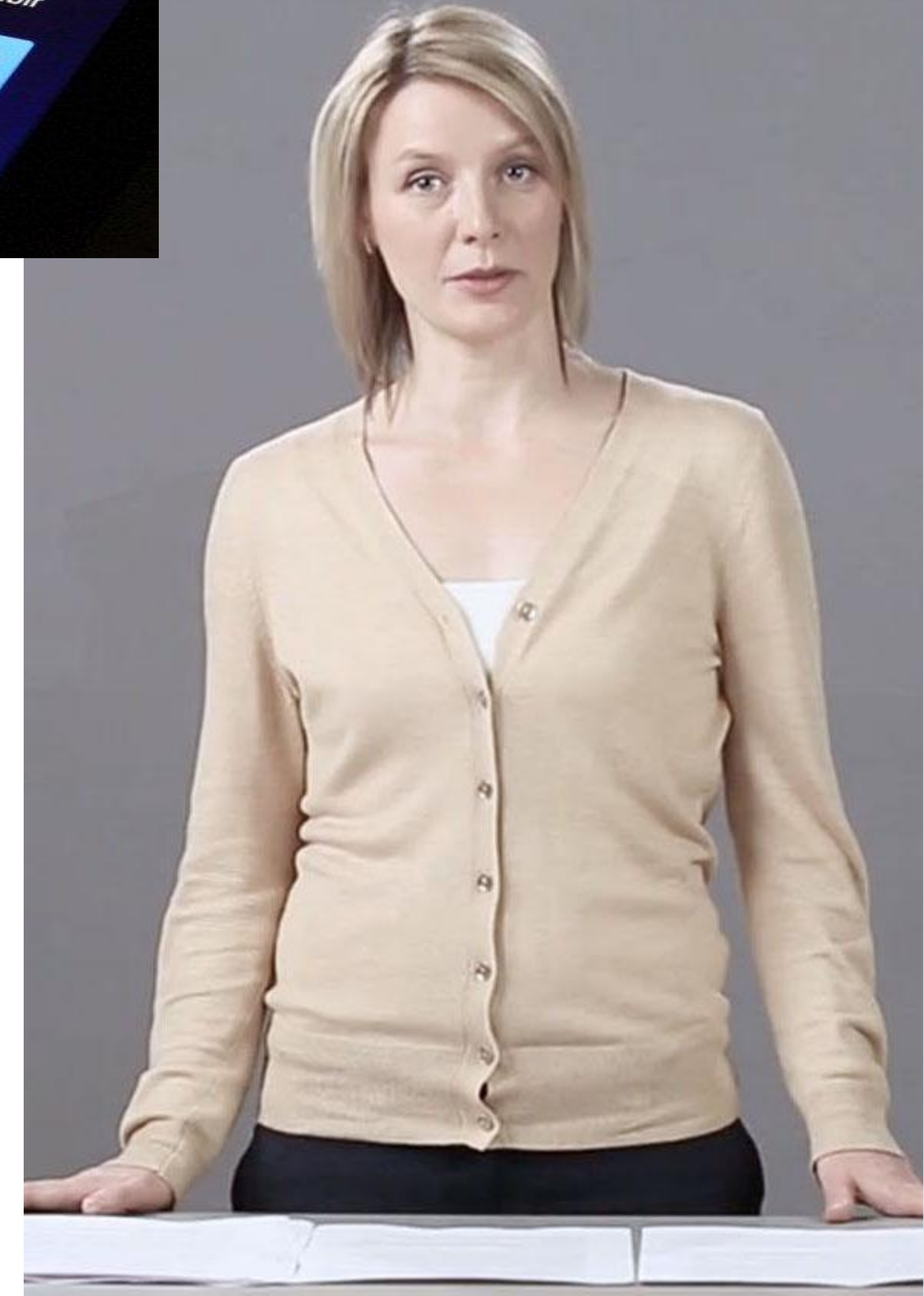
- 1
 - started in the early to mid-1900s in the USA
- 2
 - Rockefellers or Vanderbilts were the 1st to fund startups or provide capital for growth
- 3
 - the National Venture Capital Association was founded in the early 1970s



Companies that used venture capital (received funding – got money)



- **Twitter, Skype**
- **Ring, Facebook**
- **Groupon, Sportify**
- **Dropbox, Bitcoin**

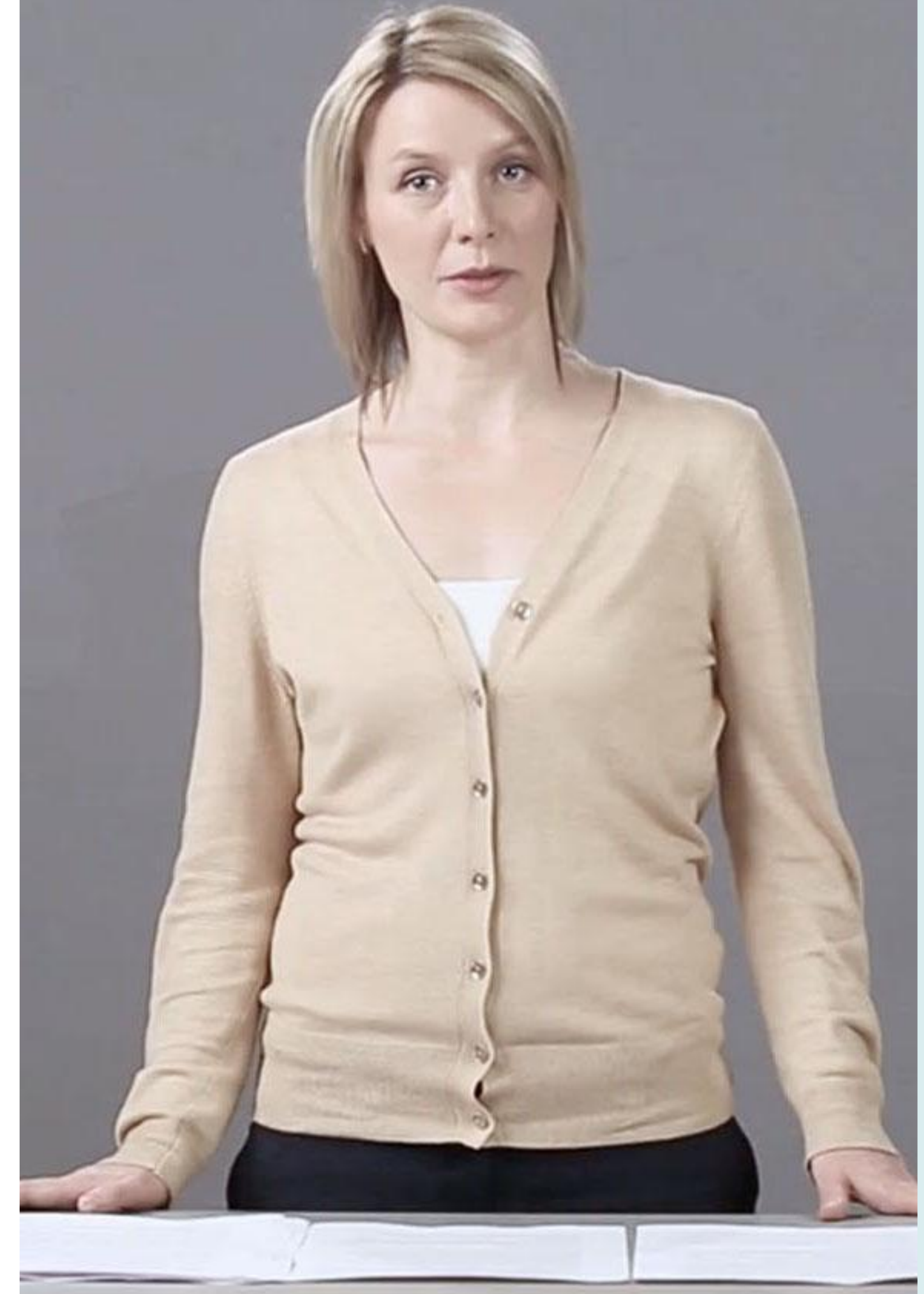


KEY TAKEAWAYS

- To be an investor
- To provide capital – to invest money
- To show high growth potential
- In exchange for equity stake

- A startup
- To seek (look for) a return
- To experience high rates of failure
- To be involved with new companies
- To acquire (gain, get) power in the company
- In exchange for the funding

Jim Breyer,
Facebook
(FB)
investor,
Peter
Fenton,
an investor
in Twitter
(TWTR).



And who are Angel investors?



- ❑ **Angel investors** (private investors, seed investors or angel funders) are individuals that invest in startups.
- ❑ **Seed** –семя, в переносном смысле seed investment (seed money, funding)– Посевное финансирование
- ❑ **Seed investment is investing** funds and providing support to projects and businesses that are in their very early stages



Some vocabulary to look at

- ❑ Entrepreneur – предприниматель (someone who starts their own business, especially when this involves seeing a new opportunity)
- ❑ One-time investment – единовременная инвестиция
- ❑ To get off the ground – буквально «оторваться о земли» - to start (the business)
- ❑ An ongoing injection – «постоянное вливание» - constant flow of money

- ❑ To carry (the company) through an early stage – «провести... через» - to help the company at the starting (initial) stage



So, what the angel investors do – they ...

Invest their own money

exchange money for ownership equity in the company

Are already successful entrepreneurs

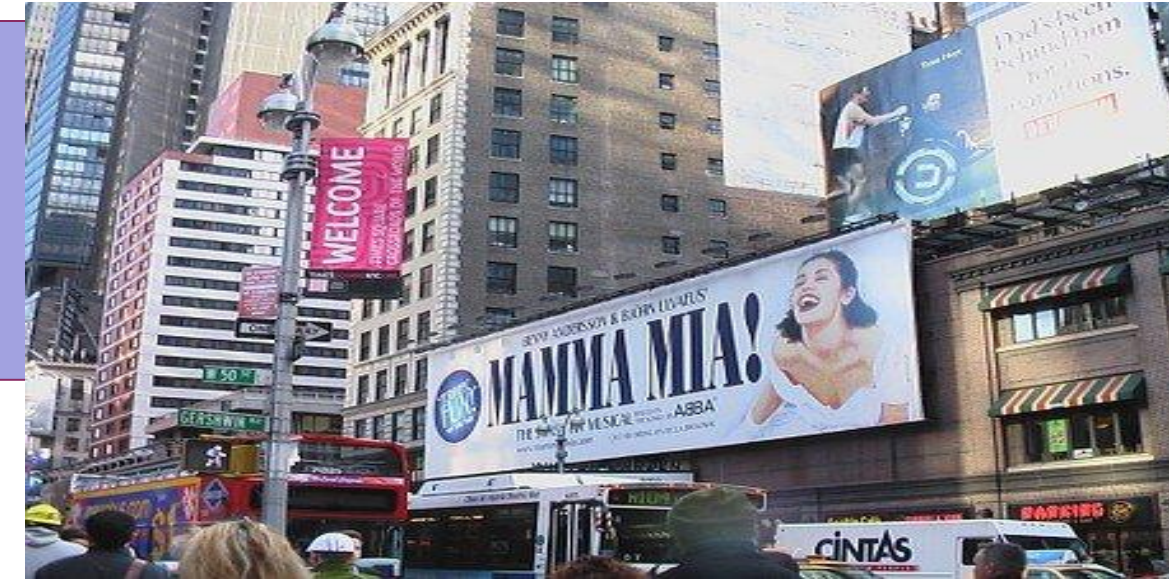
are often found among family and friends

provide a one-time investment

or an ongoing injection



Origins of Angel Investors



- ❑ To come from – to originate from, to develop from, to derive from
- ❑ To support – to assist, to aid
- ❑ To complete – to accomplish, execute
- ❑ a study – a research, a survey, an investigation

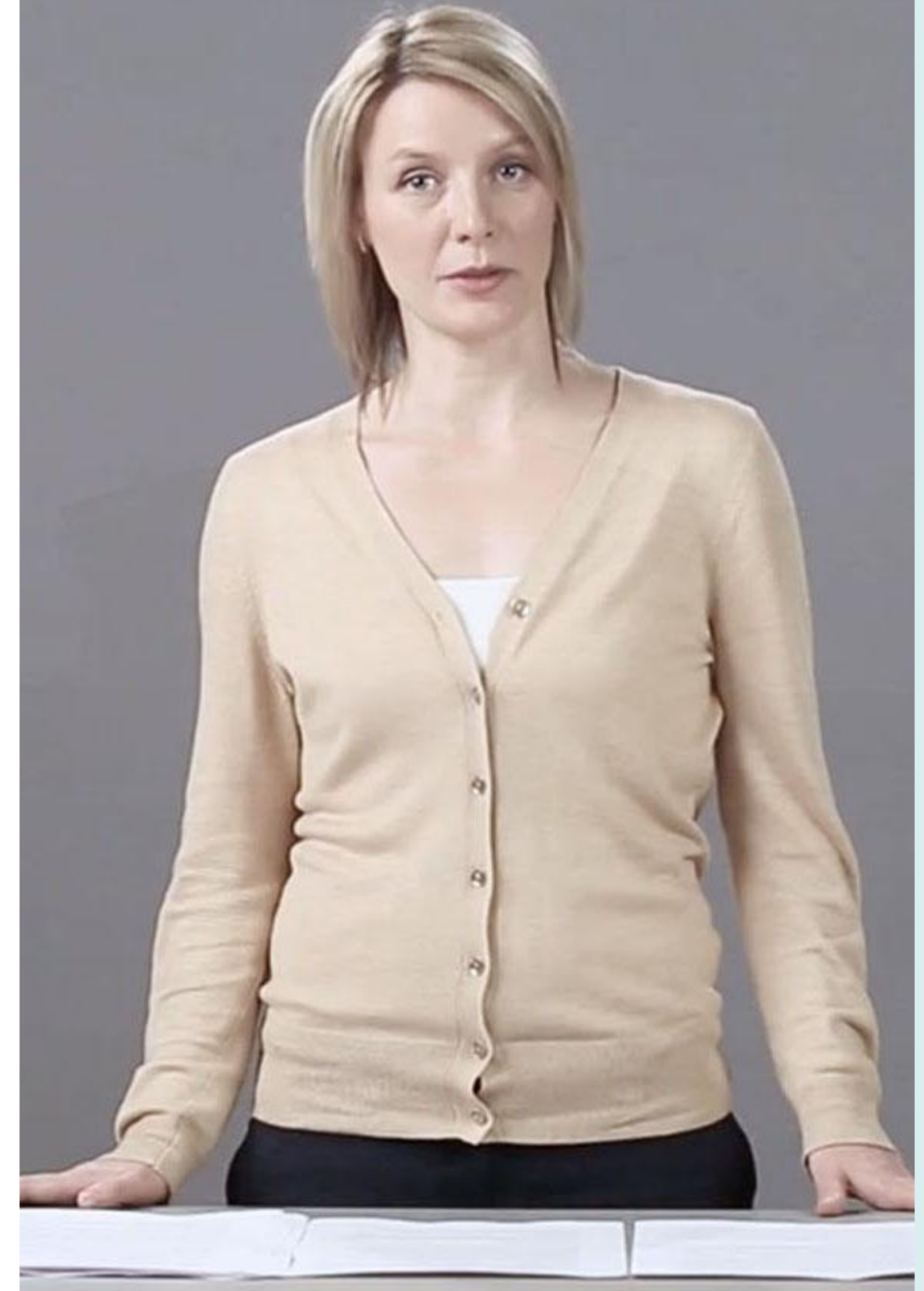
the Broadway theater!!!!

the University of New Hampshire's William Wetzel, founder of the Center for Venture Research



Sources of Funding

- Angel investors use their own money
- venture capitalists use pooled money from other investors.



KEY TAKEAWAYS

- ❑ An angel investor is usually an individual who funds startups at the early stages
- ❑ often use their own money
- ❑ Angel investing is a popular source of funding for many startups
- ❑ The support that angel investors provide fosters (ensures, helps to develop) innovation
- ❑ These types of investments are risky
- ❑ Represent 10% of the angel investor's portfolio



What if you want to get money from them...

- Be prepared before you try to get money
- Have your pitch ready
- Keep track of your investor pipeline
- Pick the right amount of money



Some remarks on vocabulary

- ❑ A pitch – a presentation of one's business concept (plan)
- ❑ To keep track of - to continue to be informed or know about someone or something
- ❑ An investor pipeline – инвестиционный портфель (a list of investor's targets)
- ❑ To have a sound understanding of your business' needs
- ❑ Sound (adj.) – good, safe, able to be trusted – (reliable, sensible) – sound advice, decision, judgment, principle



Thanks for your attention





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