

ANGEL

From **Visible** to **Investable**

**Tinkering Ideas
Synthesising
Ventures**



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Have you just graduated IMPACT and striving for more? ANGEL is the roadmap to investment readiness. This invitation-only programme bridges the gap between the two sides of the most powerful equation: Investors and Entrepreneurs.

The persistent.
The life-long learner.
The ambitious.

These are the attributes we are looking for. Through roundtable size sessions, you can expect to scale fast, increase your company's valuation, refine all aspects of the product and receive smart capital money from investors aligned to your vision.



THREE TIER PROBLEM

1. Lack of clear business strategy

Business planning and processes mapping are oftentimes not a priority for early stage startups, resulting in uncertainty and tendency to misjudgment.

Similarly, lack of market understanding and neglecting sales leads to poor results and hampers revenue generation.

Scarcity of tangible business metrics discourages potential investors or -worse still- encourages lower valuations.

2. Financial Uncertainty

Inadequacy of available resources (capital, time etc.) puts tremendous pressure on entrepreneurs and renders their efficient allocation a challenging task.

Cashflow management and development of a viable business model require careful consideration and experience beyond the finance and accounting courses taught in Business school.

Without referrals or exceptional results, it is hard to get the right investors on-board in order to benefit from/leverage their resources and extensive network of connections.

3. Lack of Momentum

Determining product/market fit is essential to identify the right time for your company to launch, however the process is oftentimes based on intuition instead of actual results.

Convincing early adopters to convert into your first loyal customers could be a strenuous process, especially due to the overflow of innovative solutions.

Emerging competition is another common hazard for early stage companies, therefore timing is a crucial factor to safeguard success, but regularly overlooked.

THE ANGEL METHODOLOGY

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Look into things from the investor's perspective, create structure, network and receive guidance to secure investment.

The ANGEL methodology is an acronym and covers the following tenets:

A – Acquire the right Mindset. This is the one facet that you have quite likely not learned about in school. It is most important since at any early stage of development of a company, the investors will be investing in the entrepreneur as much as in the idea. Hence, depending where you come from, having the right mindset makes a big difference in whether you will be able to secure funding or not. The acquisition of the right mindset underpins my whole methodology.

N – Navigating business basics builds on having acquired the right mindset, which on its own would be insufficient from an investor perspective. In this phase of the methodology, we will be discussing why cash flow is the first and most important indication to gain funding, how to pay close attention to the proper ratios that make you highly investible.

G – Generate branding is an increasingly important component as the eyes of the world as we are on 24/7 and 100% of the time. It's vital to establish a personal brand that is supportive or consistent with your product brand. Every single action taken in today's social media world will be kept as a record of ourselves forever and so we need to ensure that every interaction we have is meaningful and is aligned with our values and with the vision you have for your company. Remember, it's not just your customers looking at you when you are not around, but your investors as well.

E – Execute marketing underpins the importance of knowing how (and why) you need to market and sell your product, otherwise your product is of no value. By having a minimum viable product to present to your potential investors shows traction and commitment. Showing that selling is your priority to ensure cash flow is a small insurance against the odds that all startups face.

L – Line up funding is the end goal of the methodology; it follows a process by which the entrepreneur has built up a mountain of value that your investor will be able to look at with confidence and be enthusiastic enough to fund. This is where we discuss the importance of using drawing up an inspired business plan and a dynamic business model. Let the investors see where you want to go and why, and they will follow.

Once successful, companies will have the opportunity to arrange meetings with investors.

At this stage we help startups organise a roadshow. There is also availability of a Virtual Board at a discounted price.

Pre-conditions to participate:


Knowledge of business fundamentals.


Referral by an investor OR already completed IMPACT.

Revenue generation OR Products ready to ship.

 **DURATION**
6 months over physical sessions

 **CLASS**
Roudtable, intensive training sessions

 **TEAM**
Participation to a growing, invitation only, community

 **INDIVIDUAL SESSIONS**
6 hours of 1-2-1 coaching with every participant. Access to mentors suited for your problems

 **ADDED VALUE**
Detailed workbooks & accountability working groups with peers

IMPACT

STAGE 1



STAGE 2

ANGEL

WHO WE ARE

Accelerator? Not really

Venture Studio? Close but not quite

**We like to call ourselves a hybrid.
An ecosystem that engineers
venture hyper-growth projectories.**

MISSION

We are on a mission to energise impactful ventures, guiding passionate entrepreneurs through the strenuous process of growing their company to magnify positive contributions to the environment and society, while boosting profitability.

Our role is to establish successful connections for both sides, matching start-ups with smart capital money, and investors with companies that not only do not fail, that succeed. We set a mutually beneficial breeding ground to fuel meaningful

interactions, adding an extra layer of support before the internal due diligence process. In many cases we co-invest alongside our dedicated supporters.

Now more than ever, investors feel the need to diversify with purpose and to make a difference in their geographies. **Our work is aimed at matching the two sides of the most powerful equation: Investors and Entrepreneurs.**

PURPOSE

**We are dedicated to energising
impactful ventures.**

At Venture Tinkers we enable entrepreneurial teams to stand out, scale up and solve meaningful problems. We provide training, on-going support and funding opportunities to the next generation of companies **destined to change the world around us- for good.**

Our programmes are designed to help purposeful entrepreneurs overcome challenges, measure and magnify their positive contribution to the society & environment and embrace a customer-centric approach, while building a brand aligned with their vision and purpose.

