

# FINDING INVESTORS IN THE "NEW" NORMAL



What does the future of funding look like in our “new” normal? Expert advice for securing and finding funding, even in uncertain times.

1. **Make sure your company is a good fit for venture capital** (i.e. Do you aspire to grow quickly and build an extremely large business?).
2. **Have a knockout demo** and a way for investors to poke around the product on their own, demoing via a shared screen feels different than a live in-person demo.
3. Events have moved online, there are still opportunities to **"practice" your pitch and to get in front of crowds** to get the word out about your product
4. **Using LinkedIn** to identify and reach out to investors has never been more practical and important.
5. If venture capital is right for your company, line up your meetings with potential Venture Capitalists to secure an early **expression of interest several months before you're ready to fundraise**.
6. **Investors are still extremely busy**, if not busier than normal, be flexible in your availability to present.
7. **Pitch your top choices after you've pitched your lower choices** to help you perfect your pitch.
8. **Keep as many investors engaged** as possible and create a sense of urgency due to competitive interest.
9. When choosing which investor to partner with, be sure to **seek advisors, not simply investors**.
10. **Investments made in times of crises oftentimes bring historically outsized returns**. Investors are looking for companies that can weather storms and see success on the other side. Don't forget to address how the pandemic has changed/made better your prospects.