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How to Attract Investors to your Startup?

All start-ups begin with an idea, in which the founders initially invest money. Many students and young people are born with ideas for creating their own start-up. Some of them are successful, some not, but there are some genuinely ingenious ideas for building a new and successful business. Unfortunately, many people simply cannot realize their ideas because it is very difficult to attract an investor.

A beginner must understand that he has a long way to go, overcome many difficulties and remember that in business more than 90% of projects do not reach their goal. Only those are successful that begin repeatedly, overcoming failures and complexities. They also know how to form a team and are able to avoid critical mistakes. A start-up manager should reasonably evaluate his product; understand who its users will be; estimate the real size of investments and the amount of time that will be required for the construction of a large company.

One of the most difficult problems today is attracting investors to start-up. How to attract people and convince them to invest money in your project if most investors do not even understand the topic of your startup? The most optimal and popular way is to create a presentation. Most of them are successful, with many justifications, graphs and economic calculations that promise the success of the project, but they do not attract the viewer's attention.

I found one way to solve this problem. I will give a simple example. Suppose you came up with a startup for creating a new product, but nobody thought your idea is so brilliant and profitable to invest your capital into it. How to act in this case? All investors are interested in making a profit and the simpler and clearer you explain your idea to them, the more chance you have to get this investor. Even if you do not have more than one unit of finished goods, spend a small amount to create a page on the Internet, ads (any place where you can present your goods to the public) with the opportunity to buy it. When the first buyers of your product appear, show this site to the investor. Thus, you demonstrate that your product is in demand in the market and already brings profit. Such a presentation will impress investors. Do not forget about other parts of your presentation, which are very important to create the right impression of investors about you:

- talk about yourself and your team – you are the main asset of your project;
- know your subject perfectly and be ready for dialogue;
- do not ask about money;
- Agree on the next steps.

Knowing all the above circumstances, the entrepreneur is usually better prepared for negotiations with the investor and can rely on the successful attraction of capital with good reason.