



## 3.0 INITIAL DOCUMENTATION REQUIRED

Whenever you seek someone's help or attention, you will be asked to describe what you are looking for as an investment or in a partner. You should prepare a one-page description of your investment requirements, or of the kind of potential partner you seek.

### 3.1 PREPARING THE BASIC INFORMATION

You will need to develop the following basic information materials:

- *a description of what you are looking for;*
- *a description of your business proposition;*
- *the reasons why a potential investor should be interested in your material and your proposal;*
- *a profile of your company.*

Put yourself in the position of someone trying to offer professional advice, trying to "sell" your proposal to a potential investor, or trying to arrange an appointment on your behalf. The above documentation will prove to be invaluable.

### 3.2 WHAT DO YOU OFFER AN INVESTMENT PARTNER?

- *"What's in it" for a potential investor?*
- *Why should he or she take an interest in your company or your proposal?*
- *Are you clear as to what you are prepared to bring to the table to land the investment deal?*

In order to benefit from the sources of assistance which follow, you will have to give them some "ammunition" with which to work as they try to interest their contacts in your proposal.

• *Are you familiar with the business practices in the market you have targeted?*

• *Do you know what an American-venture-capital company will require from you before making a commitment of capital?*

