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Post: How businesses impress investors



Created by [Brittany Bunk](#) on 23-Mar-2021

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Content

Investor-friendly business practices: part 2. Part 1 [here](#). Other investor series [here](#)

Investors will go the other way if a business has red flags (some may be compensated for, but still) or feel like they're just throwing money into thin air and feel like it's a waste if they already did invest. It's important not to waste their time/money by really thinking from their perspective and tuning into/taking care of their needs, not only the business - if you're taking on investors.

Documentation:

- create an investor page on the company's website
 - best to follow - a public company's template
 - examples: Virgin - [Orbit](#) and [Galactic](#)
 - reason - explains - everything
 - allows - investors - to participate
 - at - any level - of the company
 - i.e. - act like an employee, contributing - without being an official employee - outside of being an investor
 - add - pitch deck - w/ the following info
 - what the company does
 - how is it vegan
 - how does it differentiate from other competitors
 - in terms of - veganism
 - how does it move veganism forward?
 - what are you doing that's more vegan than the competition?
 - what's your company doing better than the rest?
 - to make it unique - competitive edge
 - 10 year projections - bar graph
 - how the business plans to be profitable
 - current market value
 - include - patents
 - where the company - wants - to go/already has
 - timeline
 - specifics
 - customers
 - geographic locations
 - employees
 - credentials
 - experience
 - position - in company
 - why they went vegan
 - why they want to/how they help the company
 - contact info
 - how to contact - email, phone, etc.
 - what info you need - from investors
 - reason - for - contacting



- what would be done with that investment
- ideal - for
 - investors - is - \$0
 - so they choose whatever they can contribute
 - not be too stressed
 - lower barrier to entry
 - best for companies that want to bring as many people to veganism as possible
 - businesses - high amounts
 - reason - <investors
- what investors get for that investment
 - ex's - % of company, interest on a loan, etc.
- link the webpage - to the business page
 - on - Beyond Animal
 - so - people - can easily find it!

list of what investors like - attributes:

- **vegan + values:** this should be obvious, but if it says it's vegan and it's not or compromises values, ethical investors (usually vegans are) will not want to participate if it goes against their values and be in companies that are ok with it. The worst an investor can be in is a company where they're losing money in a company they don't even believe in or like!
 - **going the extra distance with vegan values:** vegan-only employees, customers, investors, etc.; zero waste, local, taking extra extra so much care into avoiding animal products beyond anything is super impressive
- **fully baked idea/clear goals:** if your business's title is ice cream pie and you sell only pudding - well that's too contradictory for investors to know what they're investing in to be able to
 - **Minimalism/self-sustaining business model:** a 'hands off' approach, where once money is poured in and the company's setup, it can continue to grow on its own without further help - except maintenance. This is mental insurance to make sure the funding and company keeps going, even when everyone's gone
- **respect/care in being flexible for investor insights/needs** - if CEOs respect the opinions of investors and take them in if investors want to provide them or be really hands-off if investors don't want to participate. This can be really important 'down the line', as you may need investor's help later on and it's helpful if they're 'at the ready'.
 - **takes feedback and grows with it:** even if investors aren't ready at the moment to fund a business, seeing a business continue with what they're given allows investors to come back in when they're able to - it's an ability to stay connected
- **transparency:** investors don't need to be asked permission for making decisions once a contract's signed (as it's on the contract), but really needs it for creating one. They just need to know what happens after it takes place - what was spent on what - like a receipt. That way they can keep track and keep up with the business without needing to participate in it outside of financially and can make sure their dollars are going to the right place.
 - Remember - an investor is a part of a company - so it's ok to let investors know proprietary info/what the company's doing/going forward with - which customers may not know ahead of time. it's important to let investors know what's proprietary to keep secret - as investors may not always realize it. It's a liability on their investment if it's leaked, so it will be protected. However, the amount that's explained to investors depends on their level of financial participation - the more involved they are in the company, the more they get to know. However, it's important to just at the very least give them some insight/basics - because of their interest alone
- **current financial numbers (profit, revenue, liabilities, etc.)/projections:** knowing these are practically the most important for investors once they pick the right company - because it tells an investor if it's mathematically a viable business to participate in. Investors don't want to fail or the business to either and all their lose their money on that. Investors want to know if they'll see returns as well
- **explaining how investor money will be handled appropriately:** having a clear explanation of what the company will do with the money, how an investor can get their money back with profit, a time frame (even if it's infinite, as long as it's stated), how much investors should put in, etc.
- **make sure investors know the risks and account for those risks:** write in the contract about how investors can take care of themselves without that money - like don't invest if they can't and also give them an option to withdraw their money in emergencies or if they just really need to/don't want to invest anymore. Explain how no investment is a guarantee - and what can happen - but also explain how it'll be diverted too. Also what they will and won't have and know about - with company updates
- **perks/value back to investors:** the more that's given to investors means the more value they get for their currency - it's so important to be able to pay investors in value when their money is in holding - anything that a company's offering that customers normally pay - give it to investors for free/at a discount depending on their involvement. The more given to investors that's possible (especially if it's not extra effort or money), the better!
- **not being put into an ego trap:** instead of asking what investors want, ask them what they want to do to contribute to the company financially. Treat them like a worker in this regard - where it's not about them (I mean of course ask if that's what they want to participate in), but about their impact in the company, their place and niche and part in it. If investors think it's all about them, it's going to make them (and everyone else) focus on themselves more than the business, which is not what investors want to invest in nor what businesses want to see in investors.

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Comments



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<https://beyondanimal.com/news/view/Vegan-investing--how-and-where-vegan-businesses-are-raising-capital?>



