

Backing Innovation

What we invest in



Enterprise Angels offers a unique model of early-stage investing in New Zealand. We have a professional management team, efficient processes and rigorous due diligence to mitigate investor risk. We consider our model as 'best practice' for investing in early-stage companies, which is inherently risky.

What we invest in:

Industries

Enterprise Angels invest in companies from many sectors; however we tend to invest most heavily in Software and Services (SAAS) and deep tech ventures.

Regions

Whilst our primary focus is on developing and growing local Bay of Plenty and Waikato, we support entrepreneurs and early-stage companies all over New Zealand.

Key investment drivers

We look for early-stage investment opportunities based in New Zealand with unique innovation, technology and global scale that solves a real pain point for consumers or businesses.

Most importantly, we look for entrepreneurs with the ability and drive to succeed.

Sub-stages of early-stage investing

Angels invest in early-stage companies. There are three main stages of investment – seed, startup and expansion.

- **Seed stage** companies are raising their first external round of capital – financing supports things like R&D, product development and testing, or market validation.
- **Startup** companies are the most common stage for angels to invest. At this stage, the business has achieved early revenues but is not yet profitable. The company usually has a business plan, some key hires, and has started to validate its market. Financing typically supports product development, sales and marketing.
- **Expansion** companies have found product market fit and require capital to scale. Product-market fit is when a company has strong retention, organic growth, enthusiastic customer feedback, and clear evidence that its product is solving a real problem for a defined market. Capital is used to expand manufacturing, sales, and distribution, enter new markets, or accelerate growth.

Angel investors are invaluable in these early-stages as they offer expertise, experience and contacts in addition to capital.

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How we support startups



When raising capital with Enterprise Angels, founders join a community of over 100 companies that have efficiently completed funding rounds by using the powerful combination of expertise and investment from our business angels, and our broader wholesale investor network.

Benefits of raising capital with Enterprise Angels include:

1. Assistance while raising capital

To be successful, the proposition needs to be compelling to investors. Once having successfully passed our screening committee, our experienced investment team will offer advice to founders on how to improve their pitch and make their deal more attractive.

2. Smart Money

The skills and experience of angel investors can make all the difference to whether a young company thrives or fails. Angel investors, provide access to a broad range of skills, expertise and contacts..

3. Increase visibility for your company and services

Enterprise Angels promote companies raising capital through our website, social media and in printed and electronic marketing material increasing their branding and market presence.

4. Professional Management

Our capital raising process is tried and tested and we work with startups every step of the way >> Pitch to investors, due diligence and deal terms, our members and wholesale investor network invest, then we settle funds in a timely manner.

5. Ongoing support

Angel investment is not just about providing capital, it's also about providing on going expertise, skills and connections to ensure success. An Investor Director or Representative is assigned to each portfolio company to keep abreast of developments and to bring in additional assistance or resources where in needed. We have a team of experienced experts (Exit Committee) available to our founders to discuss and explore exit strategies.

6. Confidentiality

All confidential deal information is protected by secure login and only available to wholesale investors who have signed off on our investment terms, including confidentiality and conflicts of interest.

7. Consolidated Investment

Only wholesale investors can invest via Enterprise Angels with a minimum investment of \$5,000. All investments are consolidated via our nominee, meaning a smaller share register that will resonate better with VCs and other later stage funders.

8. Becoming part of a larger network

Our founder community values the support, expertise and experience of one another and of our extended member community.

NEXT STEPS.....

Enterprise Angels is a membership-based investment network and a wider community of nationwide wholesale investors. If you're keen to find out more or partner with us, [contact us here](#), or if you are ready to leap right in to investing or membership visit: www.enterpriseangels.co.nz/invest.