

# Connecting early stage companies with business angels to maximise success



We believe that growing innovative, socially and environmentally responsible companies is the key to ensuring people, communities, businesses, the environment, and the economy thrive.

**350+**  
Current  
Investors

**118**  
Startups  
Supported

**\$72+**  
Million  
Invested

**1,600+**  
Jobs  
Created

as at 30/09/2024

## KEY TIPS FOR FOUNDERS STARTING ON THEIR JOURNEY

Since we began back in 2008 we have met many entrepreneurs with many different ideas, products and concepts, some have gone on to succeed and others not, but all have learnt valuable lessons on the way. Below is some advice Jake Hoffart our Investment Associate has for startup entrepreneurs.

### Be honest, always.

At an early stage, investors are backing you and your team, not your company, they expect things will go wrong. Honesty and integrity are always rewarded and respected in the long run. The NZ early stage ecosystem is very small.

### Expect challenges.

Founding and growing a high growth startup is gruelling. You are expected to be a good boss, co-worker, visionary, strategist, developer, engineer, administrator, presenter, capital raiser and communicator. You are also expected to keep your suppliers, staff, customers and investors all happy at once. Which leads to the next point.

### Play to your strengths and implement good governance early.

You can't actually do it all, even if you want to. Be willing to hire and onboard other brilliant individuals and build a well-rounded, high functioning team. Get good board support early. Good governance is the opposite of a hinderance, and it makes you more investable.

### Over prepare for capital raising.

Raising capital is usually far more time consuming and difficult than new founders anticipate. Get administrative support, take advice, ensure you have a due diligence data room ready with all relevant documents available (including final signed versions!). It is often a full time job – ensure you have someone to support you in this process so you can keep your eye on the business – a lead investor will be your ally in that respect.

### Ask for help and leverage your investors.

Good investors know how hard the journey is and want to help and support you. Examples of help given by our investors include pro-bono advice on legal matters, Intellectual Property, strategy, technical and mental health support right down to offering their back for much-needed weekends away for founders to recharge with their spouse.

### Work alongside your investors.

Collaborate with investors you trust and want in your business. Take their feedback onboard, particularly around terms and valuation. Companies that blatantly ignore advice of professional investors and then fail to raise their round as a result are rarely looked at twice.

Our Valued Partners:

CooneyLeesMorgan



| Board Pro | BSP Advisory Group | Findex | LIC | PMG | Syndex | Sharp Tudhope |

To find out more about raising capital visit our website: [www.enterpriseangels.co.nz/raise](http://www.enterpriseangels.co.nz/raise)

# Benefits of raising capital with Enterprise Angels



Raise capital with Enterprise Angels and you will 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 the reach technology provides to acquire wholesale investors.

## 1. Assistance while raising

In order to be successful your proposition needs to be compelling to investors. Once you have successfully passed our screening committee, our experienced investment team will offer advice to you on how to improve your pitch and make your 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. With angel investors, you will gain access to a broad range of skills, expertise and contacts.

## 3. Increase visibility for your company and services

Enterprise Angels will promote your company through our website, social media and in printed and electronic marketing material increasing your branding and market presence.

## 4. Professional Management

Our capital raising process is tried and tested and we work with you every step of the way >>> Pitch to our members, work with us to finalise a DD report and deal terms, our members and wider wholesale investor network invest, then we settle funds to you.

## 5. Ongoing support as your company grows

Angel investment is not just about providing capital, it's also about providing on going expertise, skills and connections to ensure your success. An Investor Director or Representative will be assigned to your 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. Validation

When companies have achieved a positive due diligence report and at least 25% funding from our early stage investors, only then will it be offered to our wholesale investor network. This provides sound validation to prospective wholesale investors throughout New Zealand.

## 7. 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.

## 8. Consolidated Investment

Only wholesale investors can invest in your business with a minimum investment of \$10,000. All small investments are consolidated via our nominee, meaning a smaller share register that will resonate better with VCs and other later stage funders.

## 9. Becoming part of a larger network

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