



The most rewarding investor network

A beginner's guide to raising capital with angels

Growing a business takes more than just capital, expertise and connections are essential. Investors who support early stage companies are often called Angel Investors. The benefits of Angel Investors are:

Experience

Angel Investors are experienced investors who understand the risks involved in these early stage companies. Angel investors are typically experienced business people seeking investment opportunities in early stage, as well as more established businesses.

Angel Investors range from young business professionals to wealthy, retired ex-business owners. For an Angel Investor overview [click here](#).

They understand the risks

Angel investments can be high risk since the entire investment could be lost if an early stage company fails. A key way Angel investors mitigate risk is to invest with other Angel investors. Actively assessing investment opportunities together (completing due diligence) and guiding investee companies post investment can substantially reduce risk.

Expertise

Many investors bring specific industry expertise and business skills to the table. The skills of Angel investors extend across a variety of areas including governance, senior management, marketing, sales, finance, technology and operations.

Active Angel investors may choose to join an angel network so they can also participate in due diligence, mentoring and provide business expertise to companies that seek capital.

Your angel investors, are a valuable resource and it is important you utilise the skills you need, and keep in close contact. Enterprise Angels will facilitate the appointment of an Investor Representative to liaise between your management team and your investors to assist with this.

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.

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.



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.

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.

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.

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

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.

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.

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.

Becoming part of a larger network

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

For more information and to join, visit: www.enterpriseangels.co.nz/invest