

IDEAL INVESTOR PROFILE (IIP)

Founders often start raising money within their own network. While a good first step, this approach is limiting. An Ideal Investor Profile (IIP) helps you picture the investor who will naturally connect with your business. Someone who understands the problem, believes in the solution, and sees the opportunity. Use the five sections below to gain clarity. Once defined, you will be able to recognize these investors in industries, communities, online, and unexpected places.

1

WHO THEY ARE

EXPERIENCE: Do they have firsthand experience with the problem?

BACKGROUND: What industries/roles define their history?

LOCATION: Where do they live, work, or focus (geo/ecosystem)?

LIFE STAGE: What stage of life are they currently in?

YOUR NOTES

2

WHAT THEY VALUE

INNOVATION: What excites them about change?

PRIORITIES: Do they care more about financial returns, impact, or both?

FOUNDER FIT: What qualities resonate (resilience, lived experience, technical expertise)?

YOUR NOTES

3

HOW THEY ENGAGE

STYLE: Do they prefer 1:1 interactions or groups?

SPEED: Are they fast decision-makers or slow evaluators?

COMMS: Email, calls, text, DMs, or face-to-face?

ONLINE: Do they post/comment or just observe?

YOUR NOTES

4

WHERE TO FIND THEM

MEMBERSHIPS: What networks or communities are they in?

EVENTS: What conferences or meetups do they attend?

DIGITAL: What groups, forums, or newsletters do they follow?

GEOGRAPHY: Are they tied to a specific location?

YOUR NOTES

5

HOW TO CONNECT

INITIATION: What is the most natural way to start a relationship?

THE PITCH: How can you show your vision so it clicks instantly?

THE "AHA": What would make them say "I get it"?

FOCUS: Where will you spend energy finding them?

YOUR NOTES