Notes

Date: January 15, 2024

Subject: How to sell your idea to an investor

TED Talk: <https://www.youtube.com/watch?v=HjcKVB10Ucc>

Essential Question: "Have you wondered how to secure funding for your business ideas?"

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| Main Ideas | Details |
| **Who are you pitching to?**  **You need to sell yourself first, then your idea.**  **What is your edge – point of difference or uniqueness?**  **What personal commitment have you made?**  **What is your exit strategy?**  **Learning never ends** | You need to research this investor or group of investors thoroughly. Do you know whether their interests are within your line of business?  People buy people first before their ideas. What are your interests, talents, and skills?  You need to know what makes you different from other business competitors. Test others’ work and test yourself and your reach.  Are you putting money? Resources? Because no one would like to put money, time, and effort into your idea.  How will the investor get their money? You have to have a very clear plan from the beginning on how they will be rewarded. Are you going to sell shares?  Learn to refine ideas. Record and document lessons learned |
| Summary In this TED Talk, the speaker emphasized integrating personal and business skills and objectives to build entrepreneurial characteristics. Entrepreneurs always have a plan and are able to sell themselves, as well as their businesses. | |