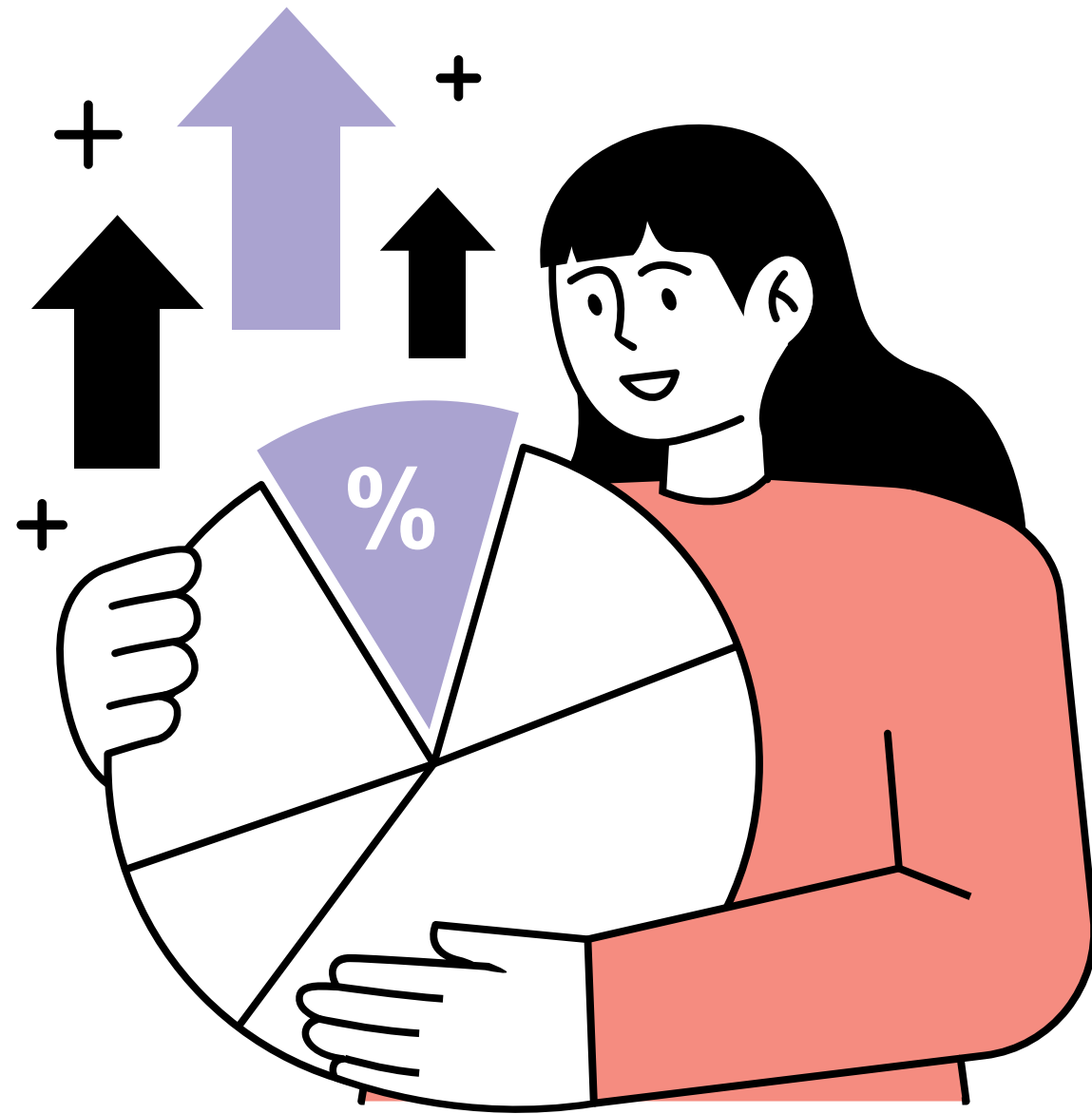


WHAT INVESTORS LOOK FOR!

When you're preparing to pitch your startup to investors, it's important to know what they're really looking for. Let's break it down into six key areas.



MARKET SIZE



Investors want to fund startups addressing **large, growing markets that allow for scalable returns.**

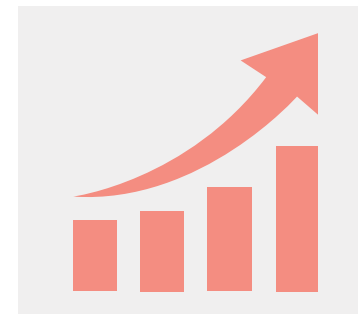


Local data and market research help demonstrate that demand exists beyond your immediate area.

TRACTION



Early customer adoption, revenue growth, or strategic partnerships prove that the product or service resonates with the market.

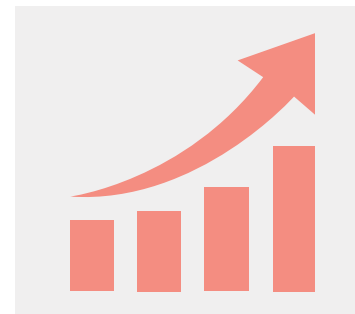


Demonstrating consistent progress (even on a local pilot scale) is crucial to reducing perceived risk.

FOUNDER CREDIBILITY

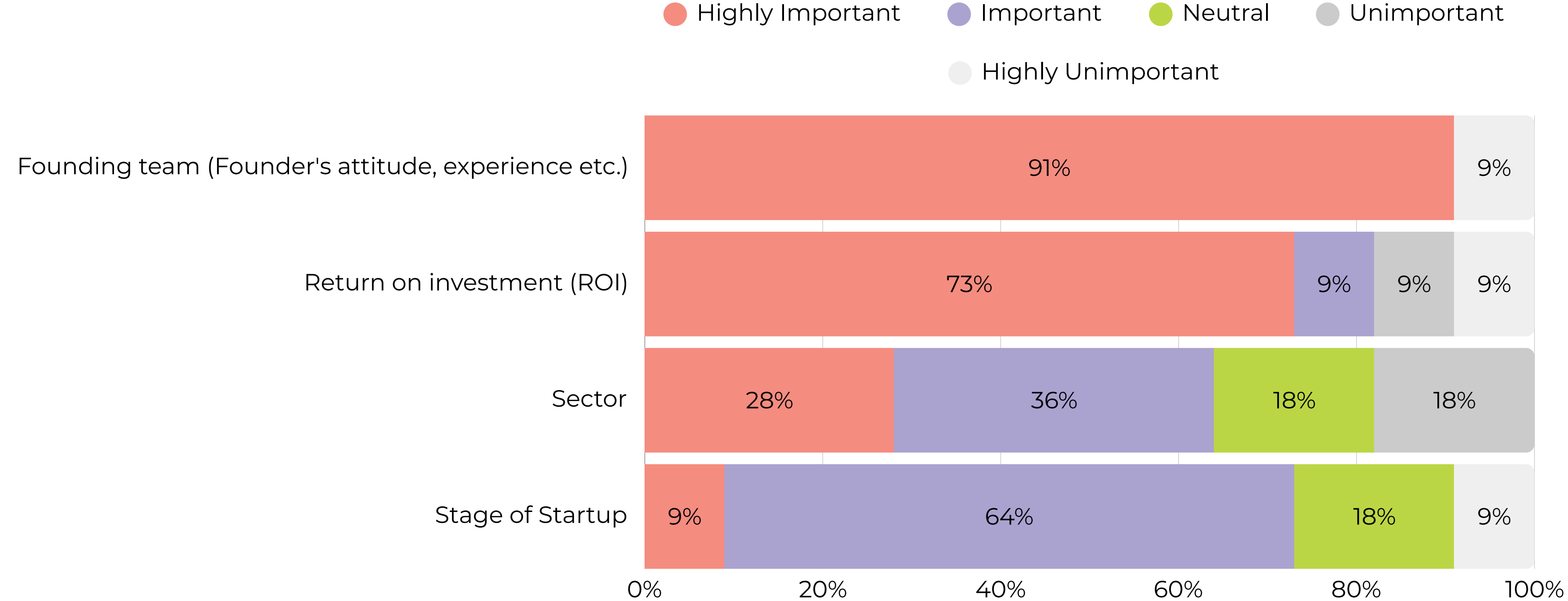


A founder's **expertise, passion, and commitment** (including having skin in the game) are vital.

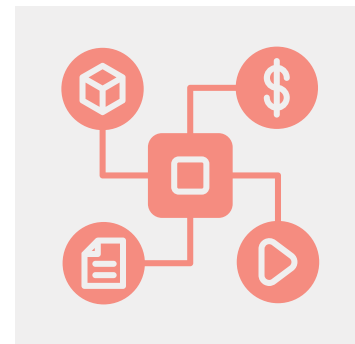
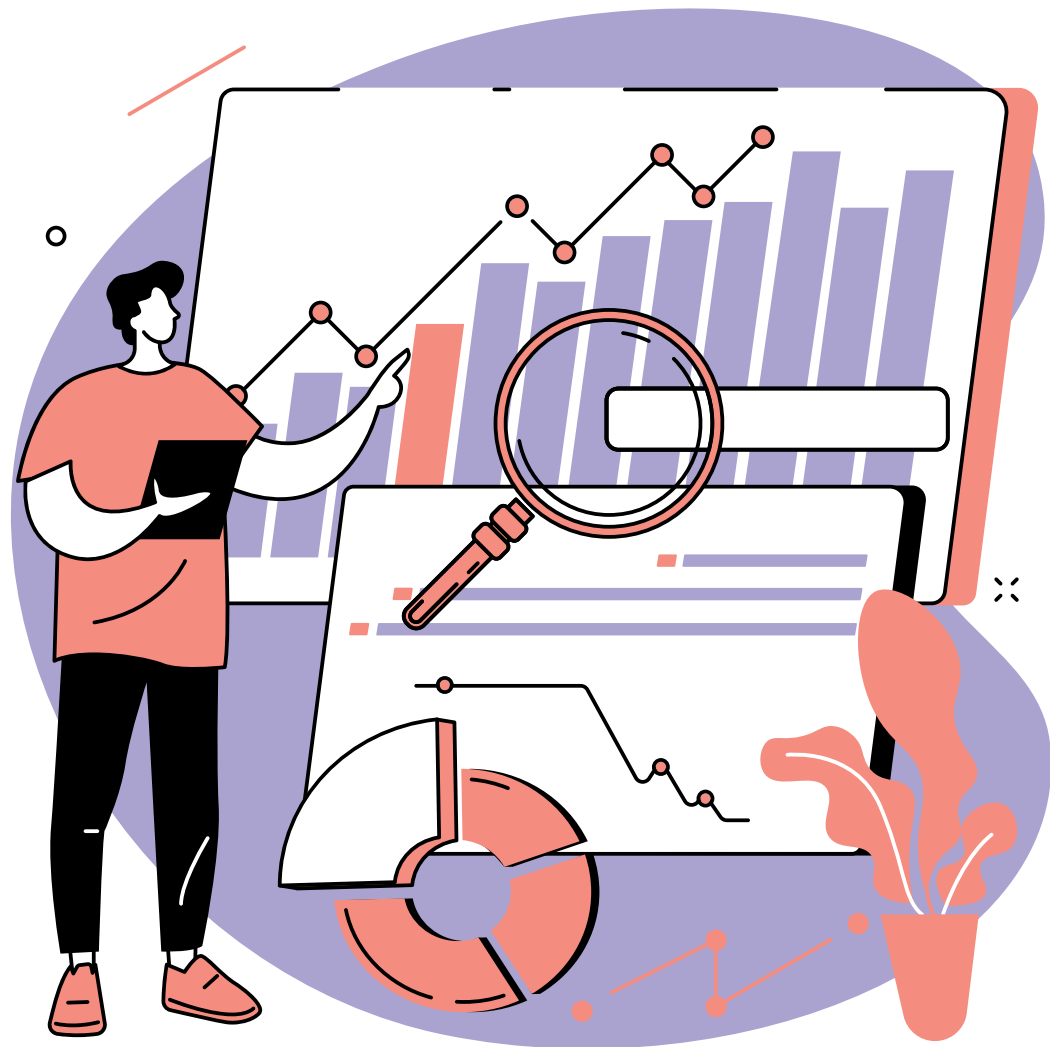


Warm introductions via your network boost trust because **investors often rely on recommendations.**

In I2I's flagship report - **Pakistan Startup Ecosystem Report (PSER 2024)**, it was revealed that the most important thing for investors is the founding team - **founder's experience, attitude etc, even more important than the expected rate of return.**



FINANCIAL METRICS & BUSINESS MODEL

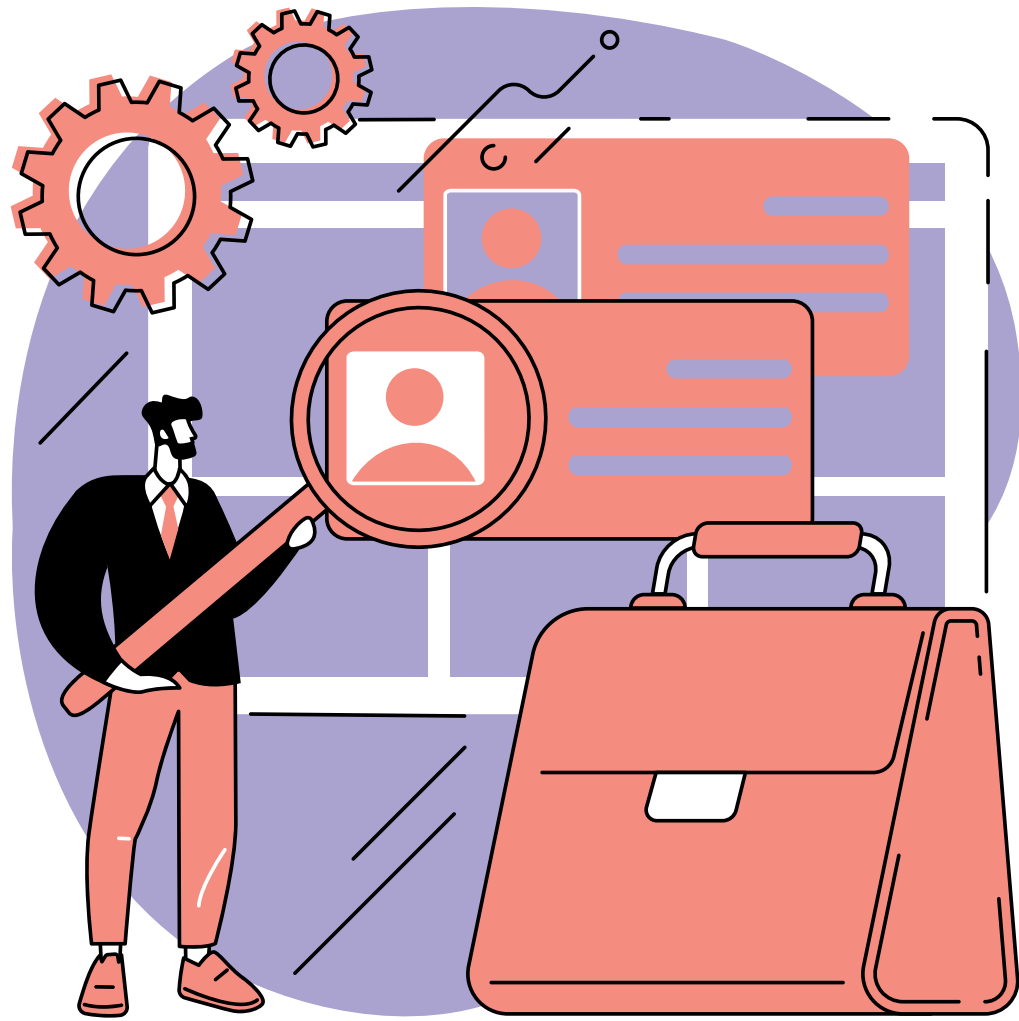


Sound financial projections, unit economics (burn rate, runway, CAC vs. LTV, MRR growth), and a **clear revenue model show operational efficiency and growth potential.**

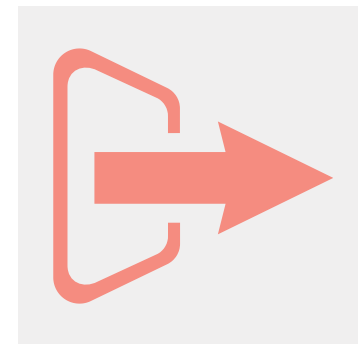


Investors use these metrics to judge if the startup can eventually generate sustainable profits.

INVESTMENT THESIS & RISK APPETITE



Investors look for a **unique “hook” (or competitive advantage)** that differentiates the startup.



A realistic exit strategy and a clear plan for managing market and operational risks are essential for aligning with investors’ long-term goals.

DUE DILIGENCE & NETWORK FIT



A startup's ability to attract **warm introductions from trusted industry contacts** and pass thorough due diligence gives investors added confidence.



This also signals that **founders understand their market and have a plan for scaling locally** before expanding further.

READY TO WIN OVER INVESTORS? HERE'S YOUR NEXT MOVE!

From demonstrating strong market potential to proving traction and credibility, every element of your pitch should instill confidence and reduce risk for investors.

- **Refine your story**—Highlight your unique market insight and founder strengths.
- **Back it up with data**—Showcase traction, financials, and a scalable model.
- **Leverage your network**—Investors bet on trusted founders with strong connections.