



# Ana Barjasic

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*How to hook an investor*

STARTUP  
EUROPE



#StartupLighthouse

 @eu\_lighthouse

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# How to hook an investor

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Why investors  
*don't*  
invest?



# How to hook an investor

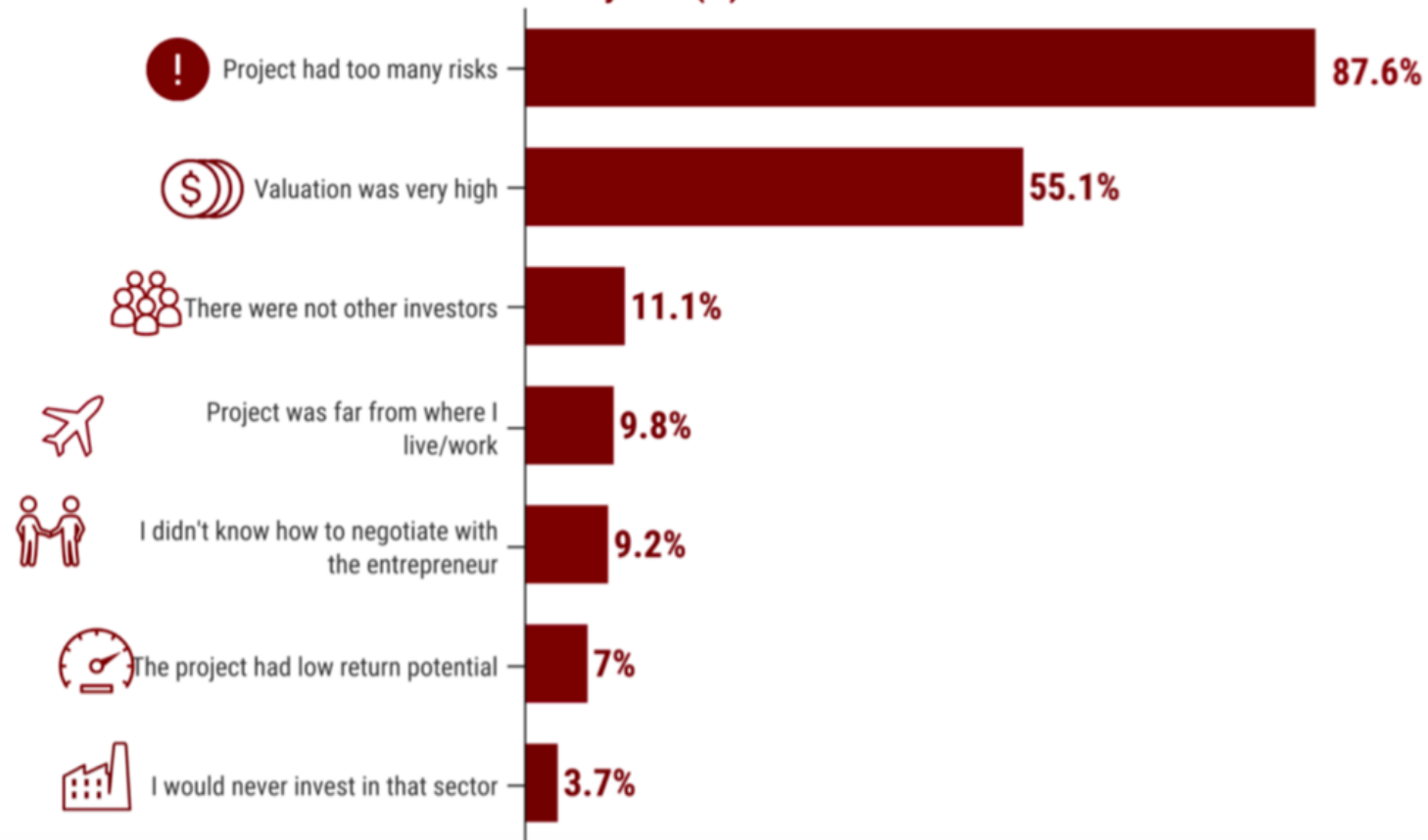
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RISK!



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**Figure 3. Reasons why you didn't invest (on average) in investment opportunities in the last 5 years (%)**

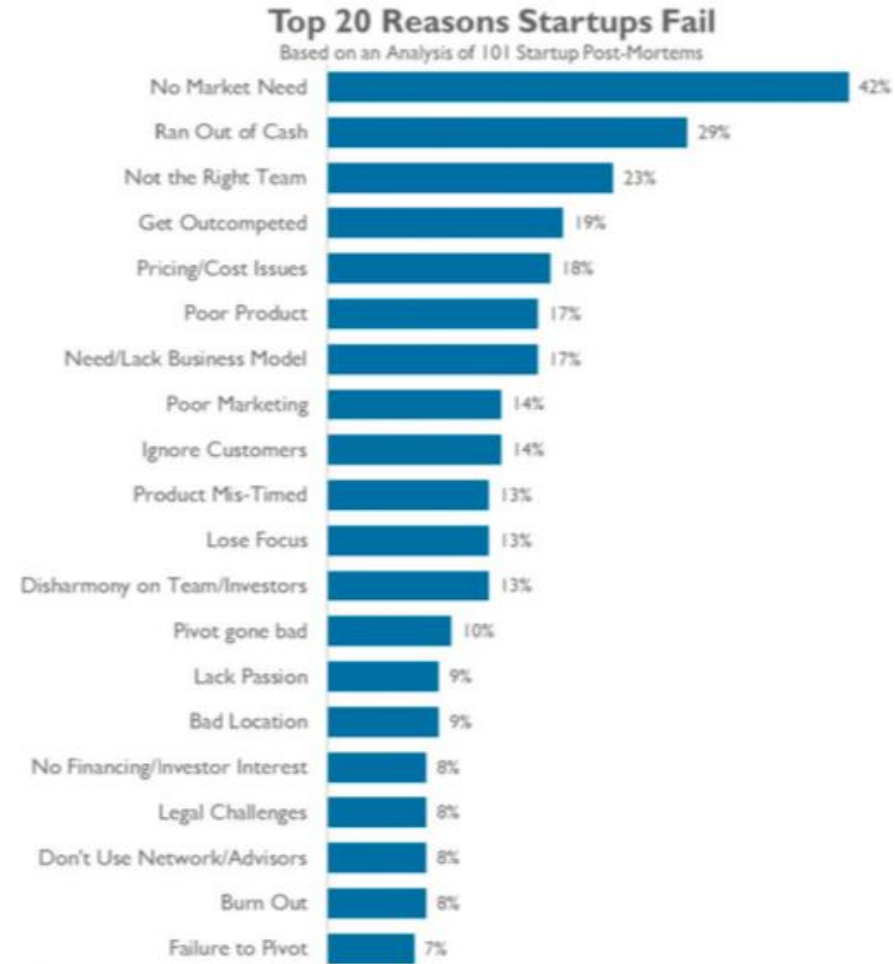


\*Note: Several participants took more than one option

Source: European Business Angel Network



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Source: CBS Insights



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*Reduce the Risk!*



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1. Market risk
2. Team risk
3. Legal risk
4. Financial risk
5. Operational risk



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