



ALUMNI ACCELERATOR IN ACTION

How To Build Your Investor Lead List

Masterclass Highlights

With Diederick van der Wijk
Co-founder of Forward-Inc |
Head of Business Development





IN THIS MASTERCLASS, DIEDERICK SHARED HIS EXPERTISE ON CREATING A TARGETED, HIGH-QUALITY INVESTOR PIPELINE.

-  **What investors really look for**
-  **How to identify and qualify the right investors**
-  **How to maintain momentum and convert interest into meetings**



Swipe through for 5 simple investor tips you can use today!





1. Know Your Offer

DON'T JUST SAY YOU'RE "RAISING MONEY." BE SPECIFIC:

- How much do you need?
- What exactly will it fund (team, product, growth)?
- What return or impact will investors see

CLEAR NUMBERS + A COMPELLING STORY = CONFIDENCE.





2. Find The Right Investors

NOT EVERY INVESTOR WILL BE RIGHT FOR YOU. BUILD A FOCUSED LEAD LIST USING:

- ▶ LinkedIn, Crunchbase & AngelList
- ▶ Who has backed businesses in your sector?
- ▶ Who invests at your stage (seed, early, growth)?

A SMALLER HIGH-QUALITY LIST BEATS A LONG LIST OF "ANYONE WITH MONEY."





3. Start Strong

ORGANISE YOUR OUTREACH WITH A CLEAR TIMELINE. TREAT IT LIKE A CAMPAIGN, NOT RANDOM EMAILS.

- **Begin with your warmest contacts**
- **Expand to relevant investors in your sector**
- **Then reach out cold once momentum builds**

EACH STEP ADDS CREDIBILITY. SO WHEN NEW INVESTORS JOIN, THEY SEE OTHERS ARE ALREADY ON BOARD.





4. Create Urgency

INVESTORS MOVE FASTER WHEN THERE IS ALREADY MOMENTUM.

- Share your fundraising target + deadline
- Highlight commitments already secured

A CLEAR TIMELINE AND VISIBLE TRACTION SHOW MOMENTUM, AND ENCOURAGE FASTER DECISIONS.





5. Follow Up Every Week

CONSISTENT UPDATES KEEP INVESTORS ENGAGED.

- Share short, relevant wins (new client, product launch, % raised)
- Show steady progress and momentum

REGULAR TOUCH-POINTS BUILD TRUST AND KEEP YOU TOP OF MIND.





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