

from an idea to an IPO

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\$14.9 billion

40,000 employees
100 countries
30 years

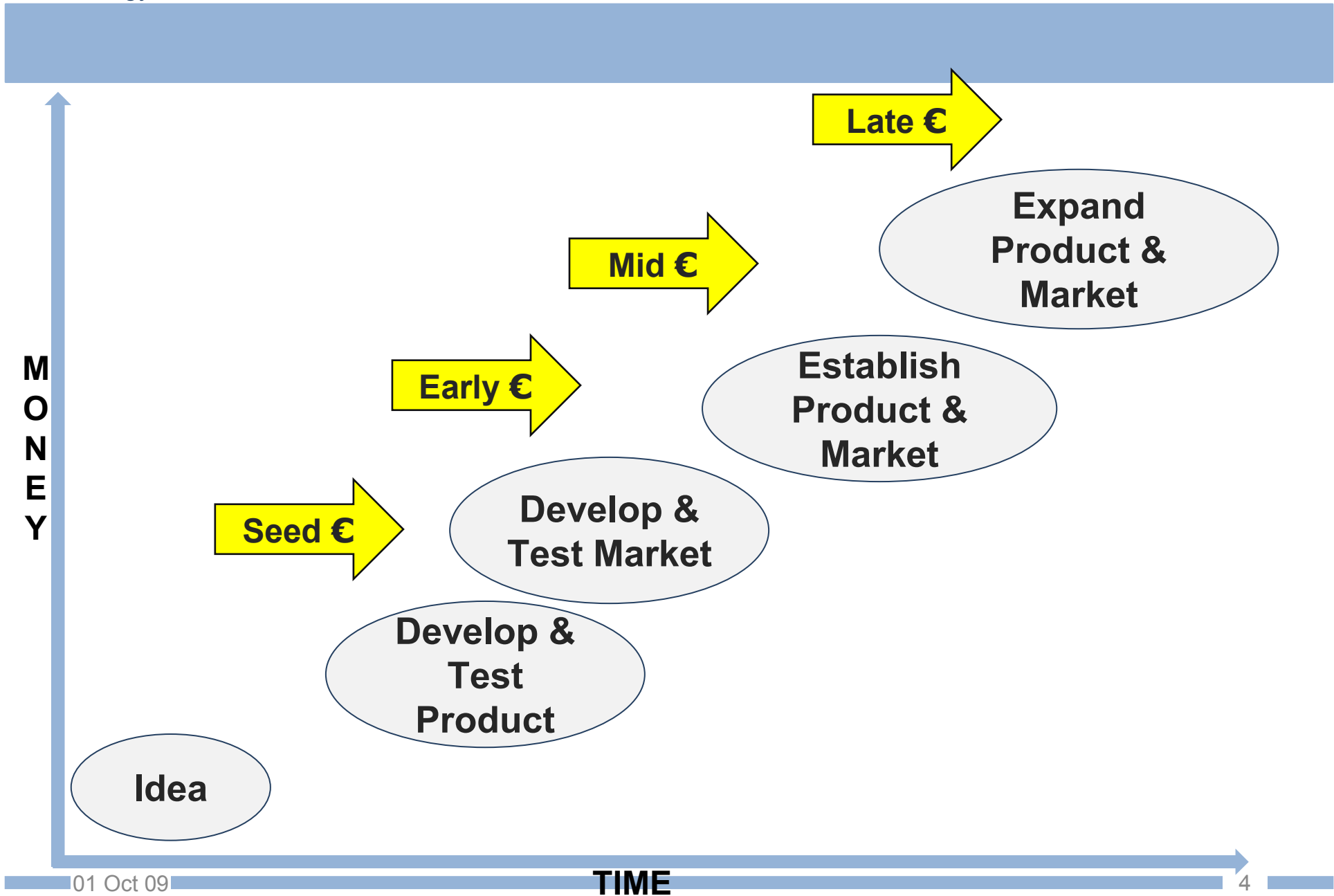
information

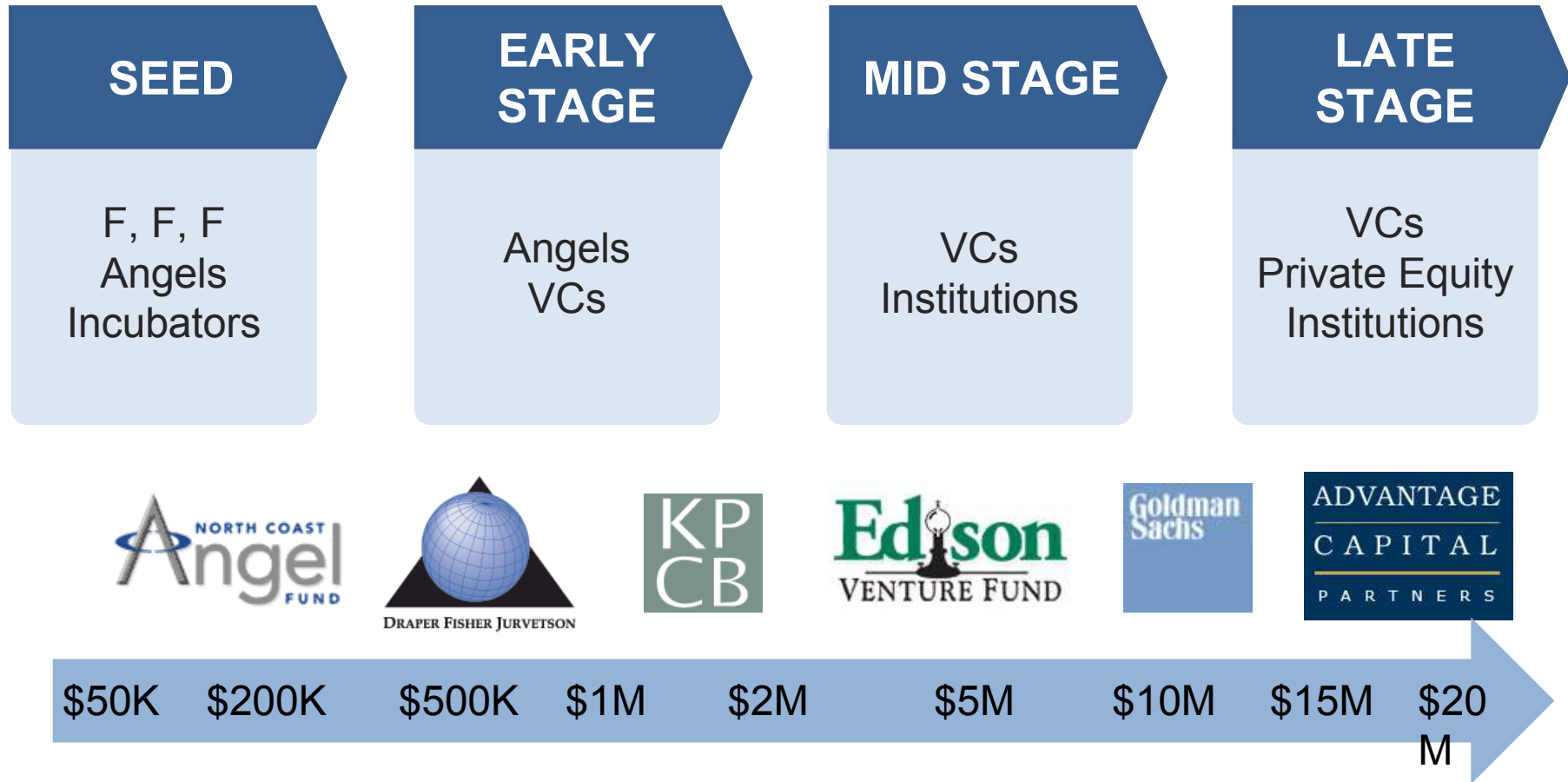
store, protect, optimize and leverage
54 companies
1000 solutions

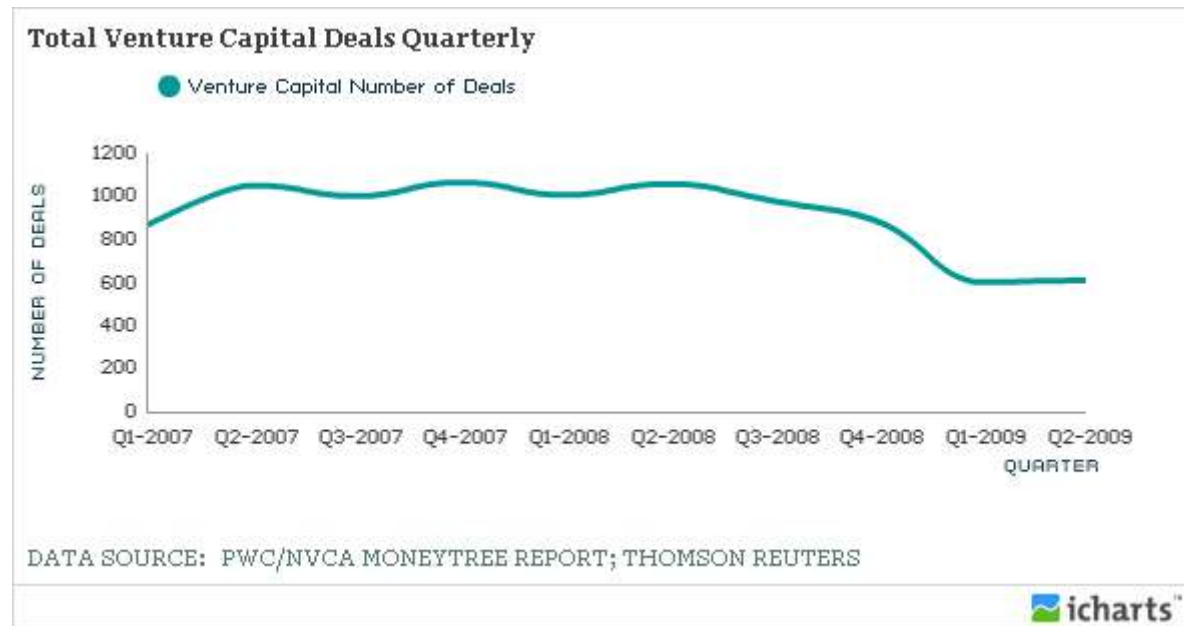
idea

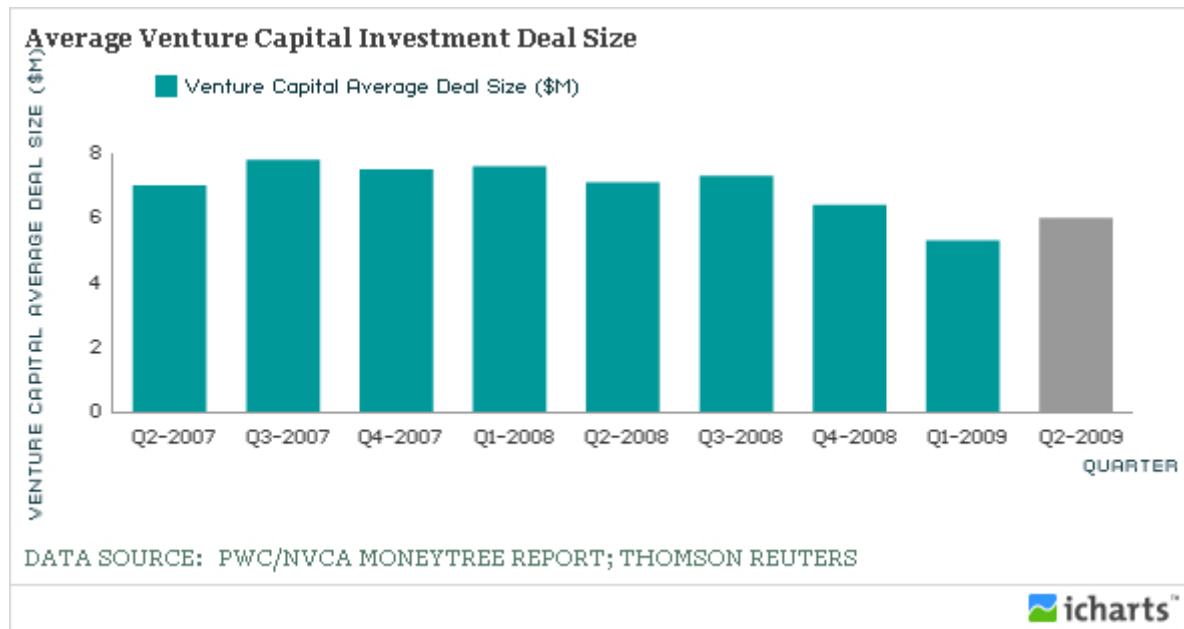


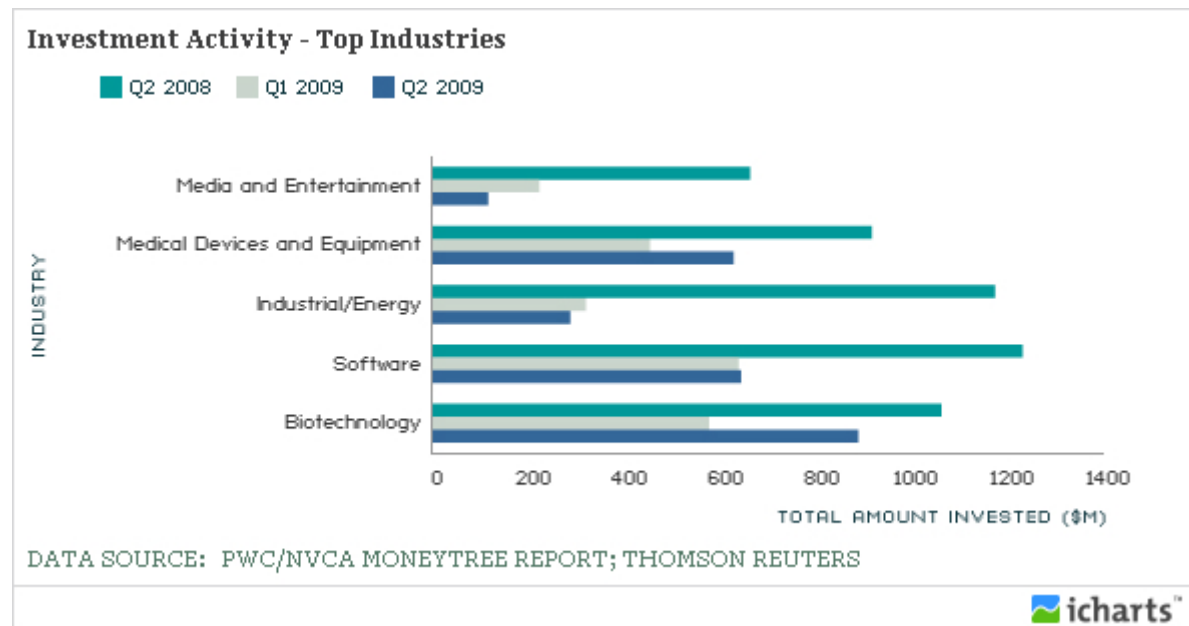
sustainable











a few angel numbers

\$26 billion invested by angels in 2007

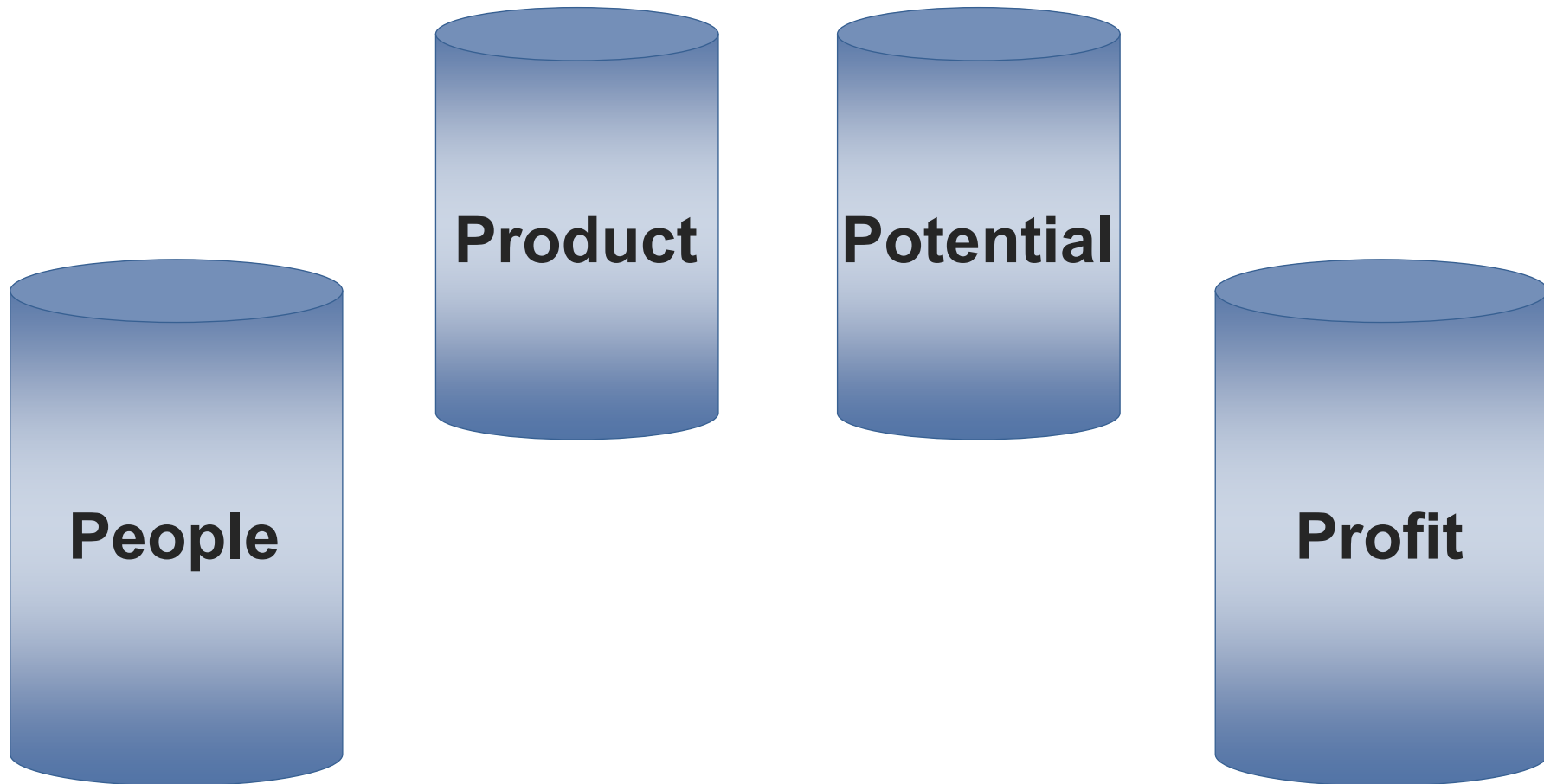
57,120 companies funded by angels in 2007

258,200 active angels in the

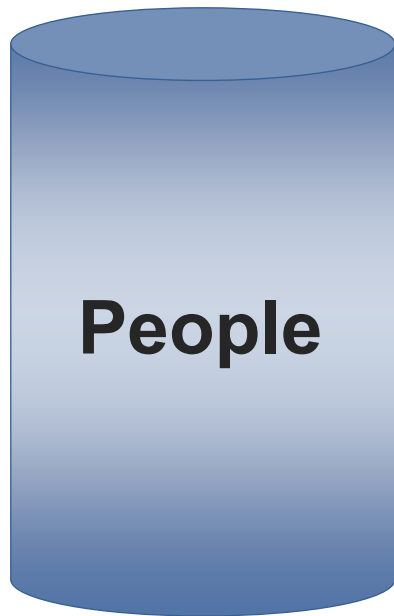
USA

Source: Center for Venture Research at UNH

what do investors look for?



the core team



People

passion

diversity

Business is done with people. Not with machines or paper.

execution

experience

expertise



patents

value

prototype

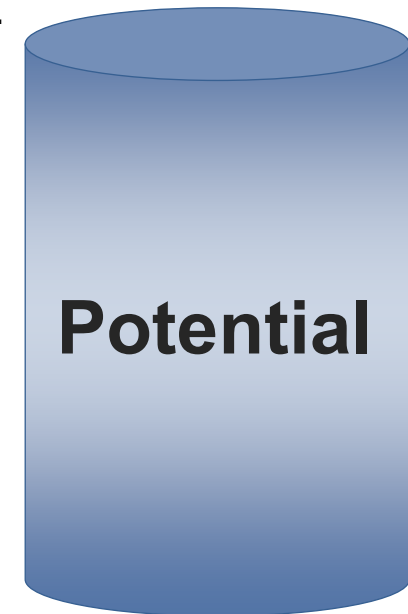
Should solve a real problem. Make things faster, better or cheaper.

Adaptability to market change is critical to make it big.

market

think big

growth



exit strategy

acquisition

go public

[IPO]

Investors are not there to help you. They are in to make money.



so, where to start?

4 essentials
The pitch
The plan
The prototype
The prospect

resources

Remember, the world is flat.

browse
read
meet
sustain



thank you for the opportunity

good luck in starting a company