

the future

Let's Talk About Investment



A close-up of Darth Vader's helmet, centered in the frame. The helmet is dark and metallic, with its characteristic breathing apparatus. The background is a blurred city skyline at night, with numerous yellow and white lights from buildings and streetlights. The overall tone is dark and dramatic.

COME

TO THE DARK SIDE

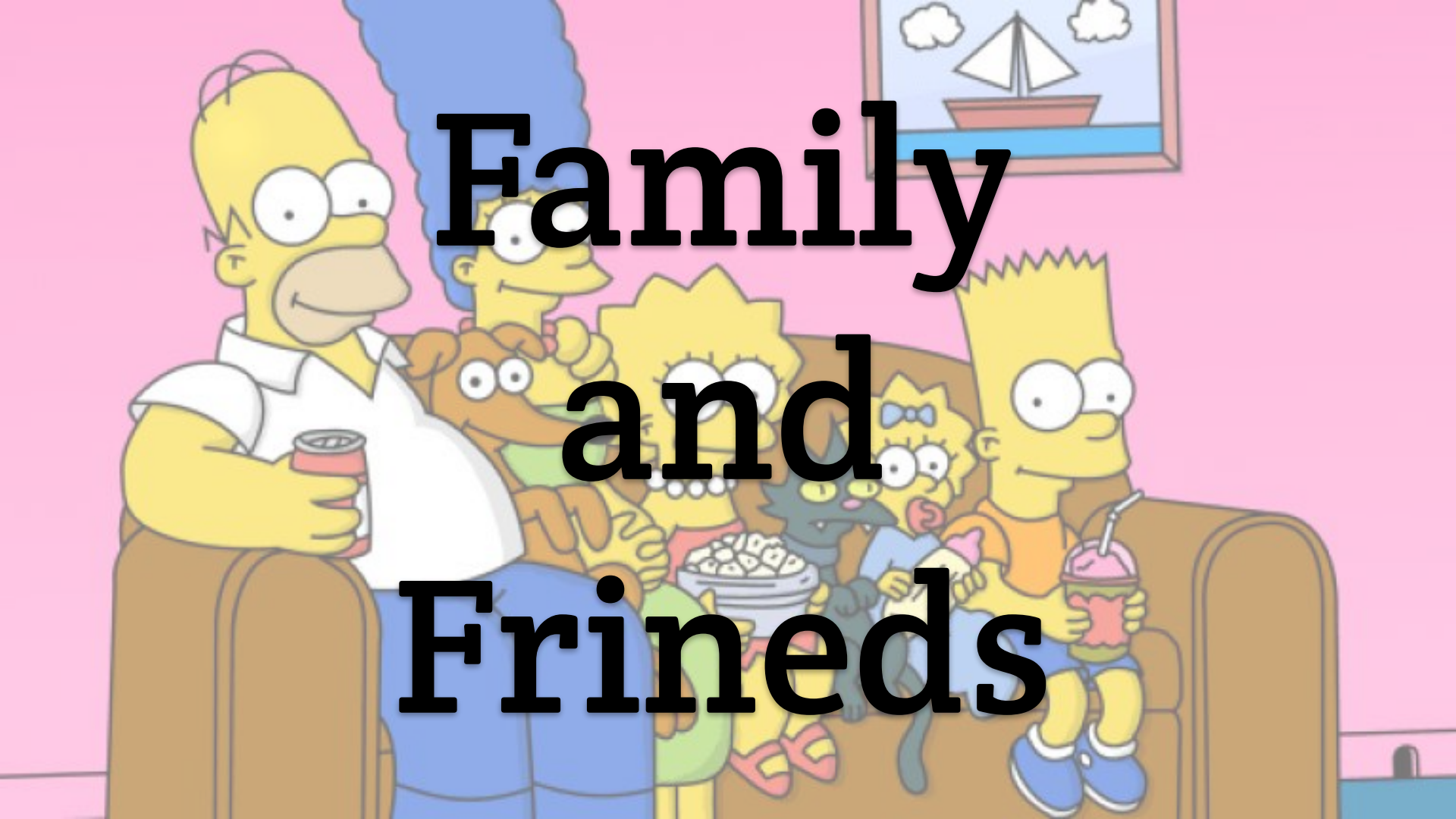
接受投資？

不是每一個生意都一樣

中小企業 vs 大企業

An illustration on a blue background. A hand in a black suit sleeve holds a gold coin with a dollar sign. Below the hand are several lightbulbs, one of which is glowing. Yellow streaks are scattered around the scene.

Investor?

The image shows the Simpson family sitting on a brown couch in a living room. Homer Simpson is on the left, holding a red can. Marge Simpson is in the center, holding a bowl of popcorn. Bart Simpson is on the right, holding a pink drink. Lisa Simpson is sitting next to Marge, holding a book. Maggie Simpson is sitting on the floor in front of Marge. A blue dog is sitting on the couch between Marge and Bart. A framed picture of a sailboat is on the wall behind them. The background is a light pink wall.

Family and Frineds



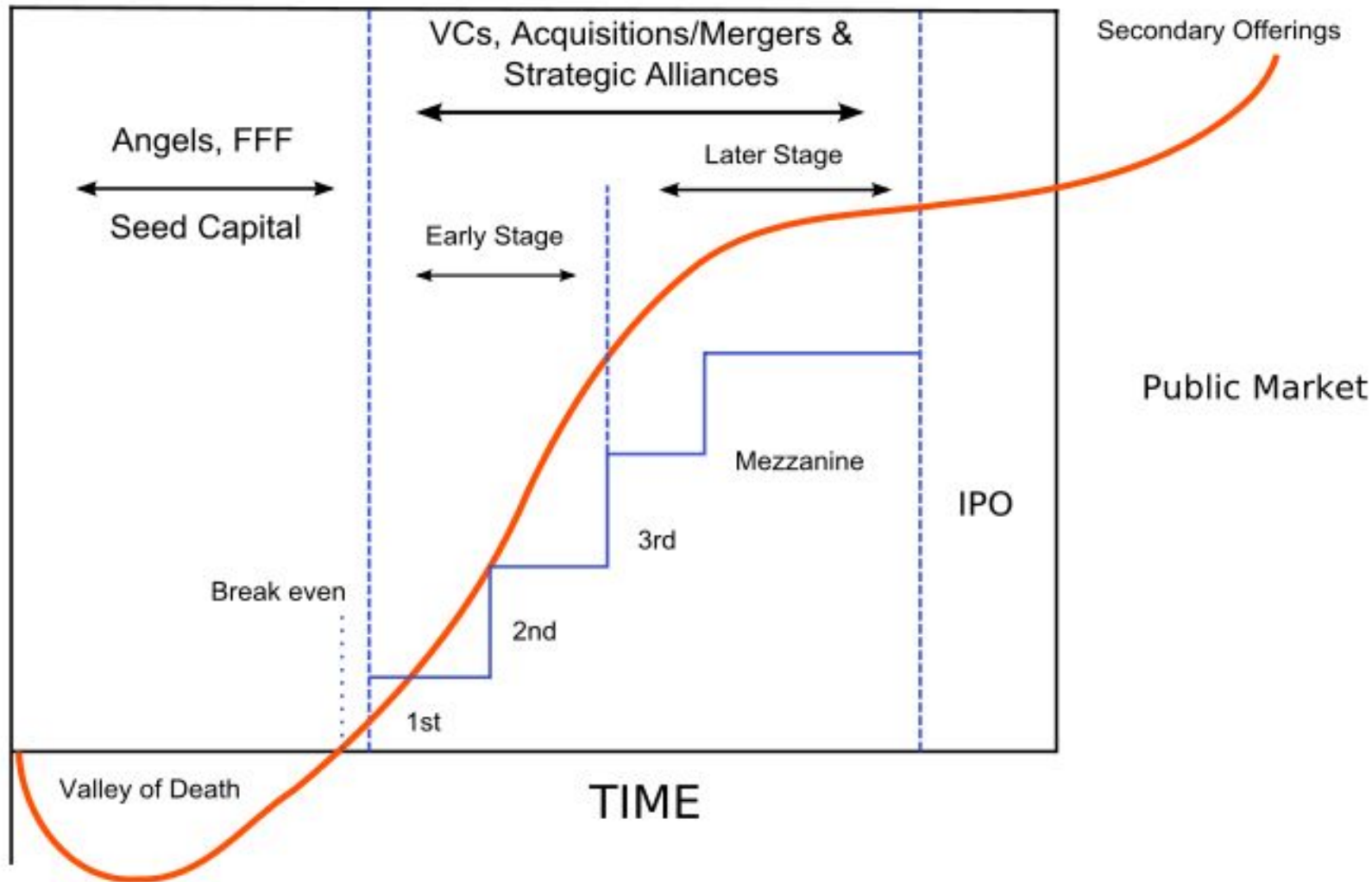
Corporate Investor

A man in a dark blue pinstriped suit and a red tie with white polka dots is sitting at a desk. He is holding a one-dollar bill with both hands, looking at it intently. The letters 'VC' are superimposed in large, bold, black font over the bill. In the background, there is a framed picture of a sailboat on the wall, a computer monitor on the right, and a dark sculpture of a panther on the left. The desk has some papers and a keyboard. The overall scene is set in an office with wood-paneled walls.

VC

	優點	缺點
天使投資人	<ul style="list-style-type: none"> ● 相對比較好拿到錢 ● 個人人脈、業界經驗 	<ul style="list-style-type: none"> ● 不一定會涉入太深，若非全職擔任天使投資人，較難引入其他資源
創投	<ul style="list-style-type: none"> ● 提供較完善的商業模式、公司經營管理建議 ● 各創投個別的資源與優點 	<ul style="list-style-type: none"> ● 要求財務報酬、會給予創業者成長壓力 ● 要有一定成績比較好募資
公司創投	<ul style="list-style-type: none"> ● 公司資源挹注（通路、訂單、生產等） 	<ul style="list-style-type: none"> ● 與該公司綁太緊，失去市場上的自由度 ● 要有一定成績比較好募資

REVENUE



A man in a dark blue pinstriped suit and a red tie with white polka dots is sitting at a desk. He is holding a stack of US dollar bills in front of him with both hands, looking directly at the camera with a slight, intense expression. The background shows a wood-paneled office with a framed picture on the wall, a computer monitor, and a desk lamp.

VC! Capitalist

Capitalism





“Money never
sleeps”

unemotional



All about **RISK** and **RETURN**

MONEYBALL
IN THEATERS SEPTEMBER 23



High RISK with High RETURN

接受投資好處？壞處？

**當好處大於壞處
接受投資**

**Before
Investment**

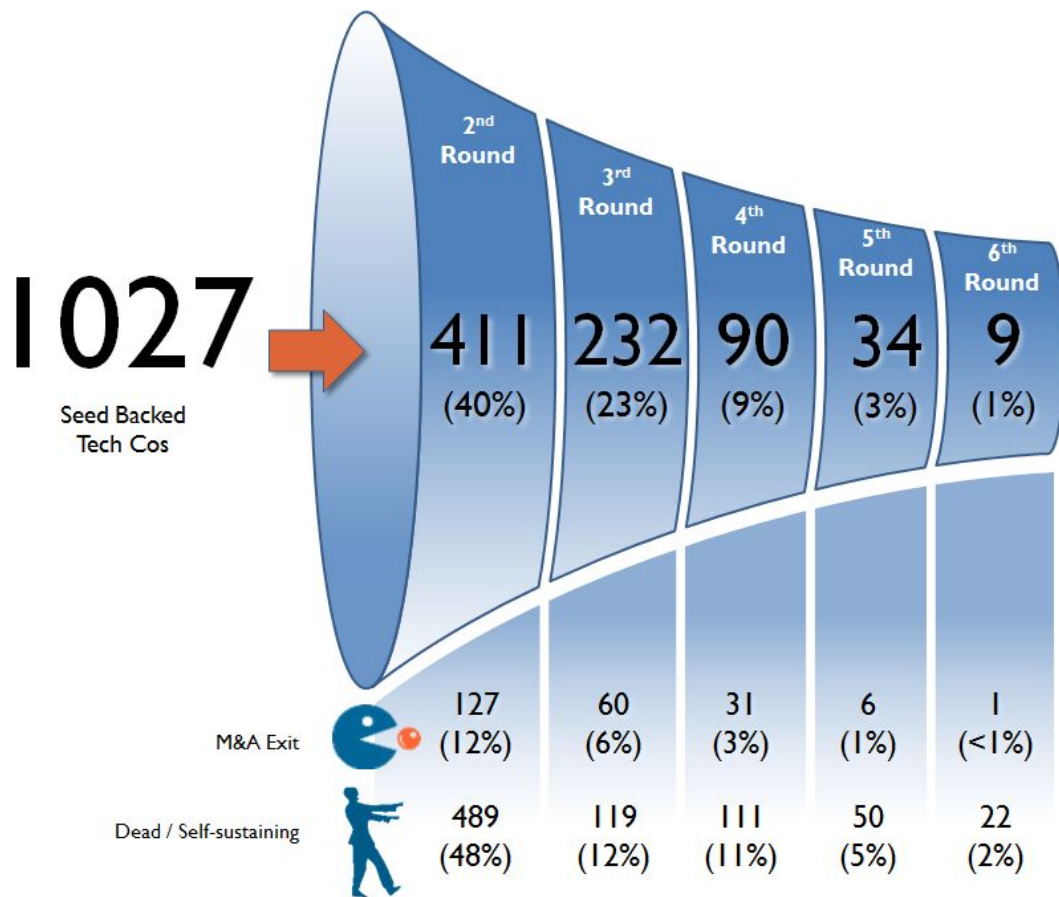
Shares !!!



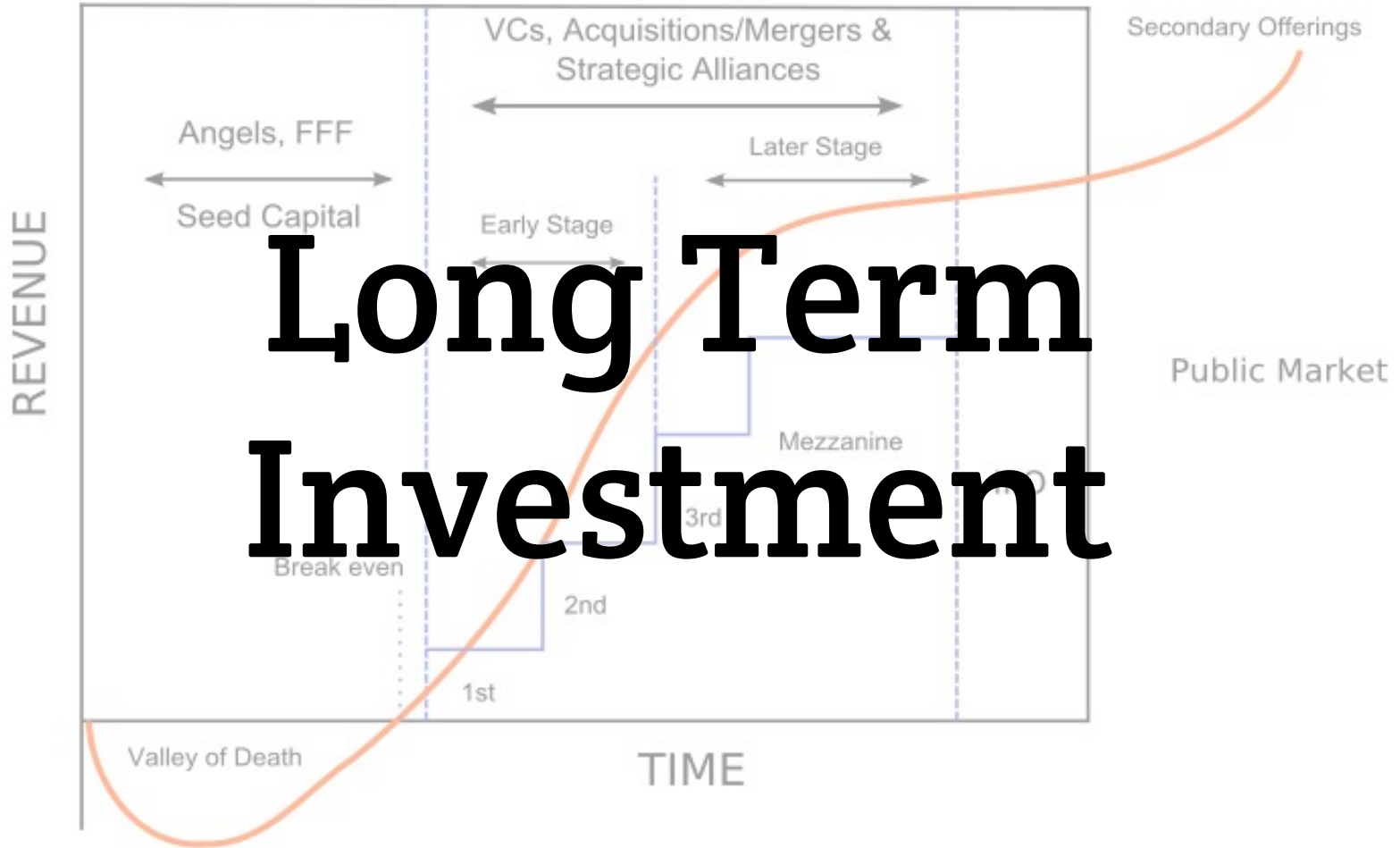
Know your TA

募資也是銷售
搞清楚客戶為什麼買單

THE VENTURE CAPITAL FUNNEL



Startup Financing Cycle



**Understand your
business and
Vison**

小銘與小謀一起想做個生意，兩個人各拿 100 萬元出來，成立一間公司開始創業，公司成立初期兩個人各佔 50%。

→ **兩人都是創始團隊，都會參與營運，所以按出資額比例註冊股數**

後來小銘找來他的好朋友布蘭登一起參股，布蘭登說那我也投資 100 萬，公司剛成立沒多久，所以大家都覺得依照出資額，每個人各佔 1/3。

→ **布蘭登是金主之一，但只出錢，沒有參與太多實際營運**

→ **如果公司營運的好，那小銘與小謀可能辛苦的半死，但布蘭登就躺著享受？(爽到他，甘苦到我)**



3 Minutes

ELEVATOR

PITCH

After Investment

Communicating





I₁

N₁

T₁

E₁

G₂

R₁

I₁

T₁

Y₄

S₁

A₁

F₁

G₂

C₃

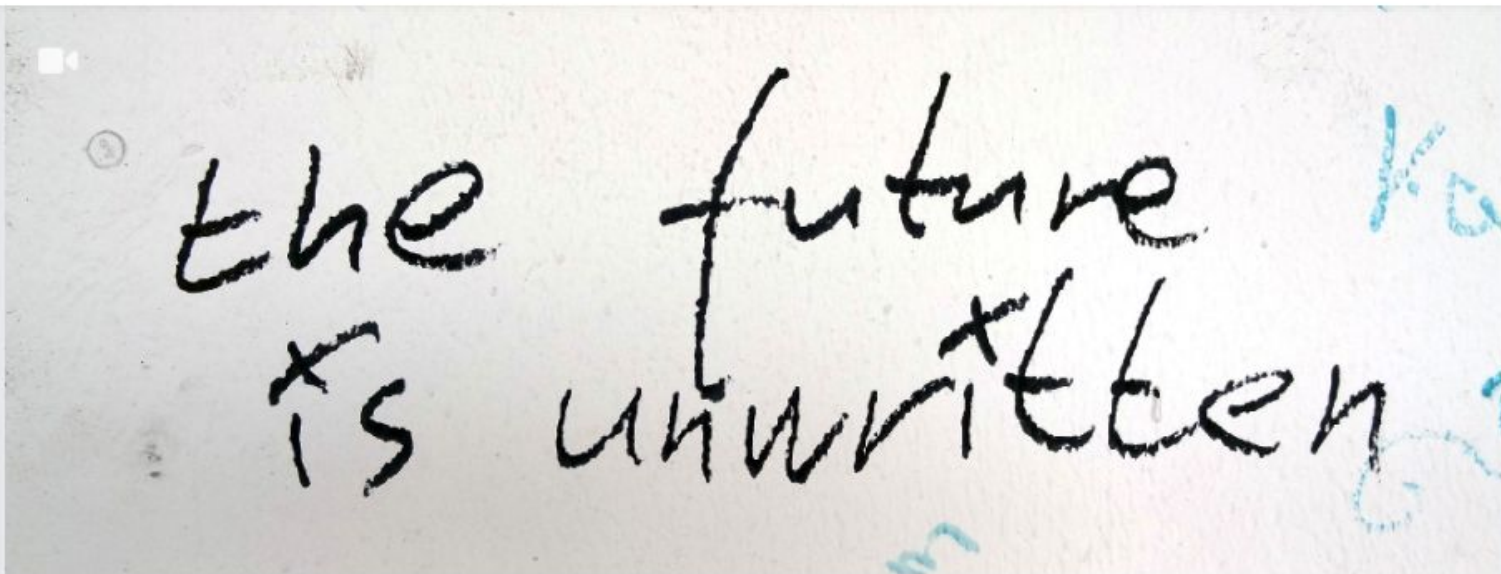
H₄

R₁

P **a** **s** **s** **i** **o** **N**



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**We help startup
founders.**

**We are your
Cornerstone.**

