

What Draws ThiNk Investors to a Business?

Who: This was the most dominant draw for our membership. We want to know who the people/team/founders are. Factors the group stated as important included experience, reputation, values, passion and dedication, personal effort and resources devoted to the business, resume/experience, character, business savvy, credibility, background, and willingness to accept feedback and learn.

Where: The location is important to us as well. We are a local investment network and we are motivated to invest here in our community. We invest through ThiNk because we want our money to stay local* and generate a positive impact where we live. (*we did not define local)

What: The business and investment details matter.

It's important for the deal to have clear terms that we are comfortable with and align with our individual risk tolerance and interests.

The financials need to be in order: financial statements (P&L, balance sheet, cash flow), and realistic projections with a likelihood of generating income, growth, & returns (for a subset of investors, social impact is included in returns).

We want to see a good business plan with a solid strategy, appropriate research and effort, a clear understanding of the market and feasibility, a compelling value proposition, and a good grasp on marketing and business development.

Other business details that were important to some included the structure of the organization, democratic decision-making, a compelling story, or an innovative/unique product or concept.

What Red Flags Cause ThiNk Investors to Lose Interest or Decline a Deal?

- Character, reputation, or credibility issues with people behind the business, including a demonstrated lack of commitment or personal dedication/investment

- Gaps in strategy or business plan, especially no marketing strategy or shoddy financials
- No benefit (or causes harm) to our community, including businesses located elsewhere
- Questionable business characteristics like being disorganized, directionless, or utilizing decision-making processes that are not attractive to the investor
- Not being able to articulate why they do not wish to obtain or cannot obtain financing through a traditional lender (primarily relevant to loans)

Shared Values

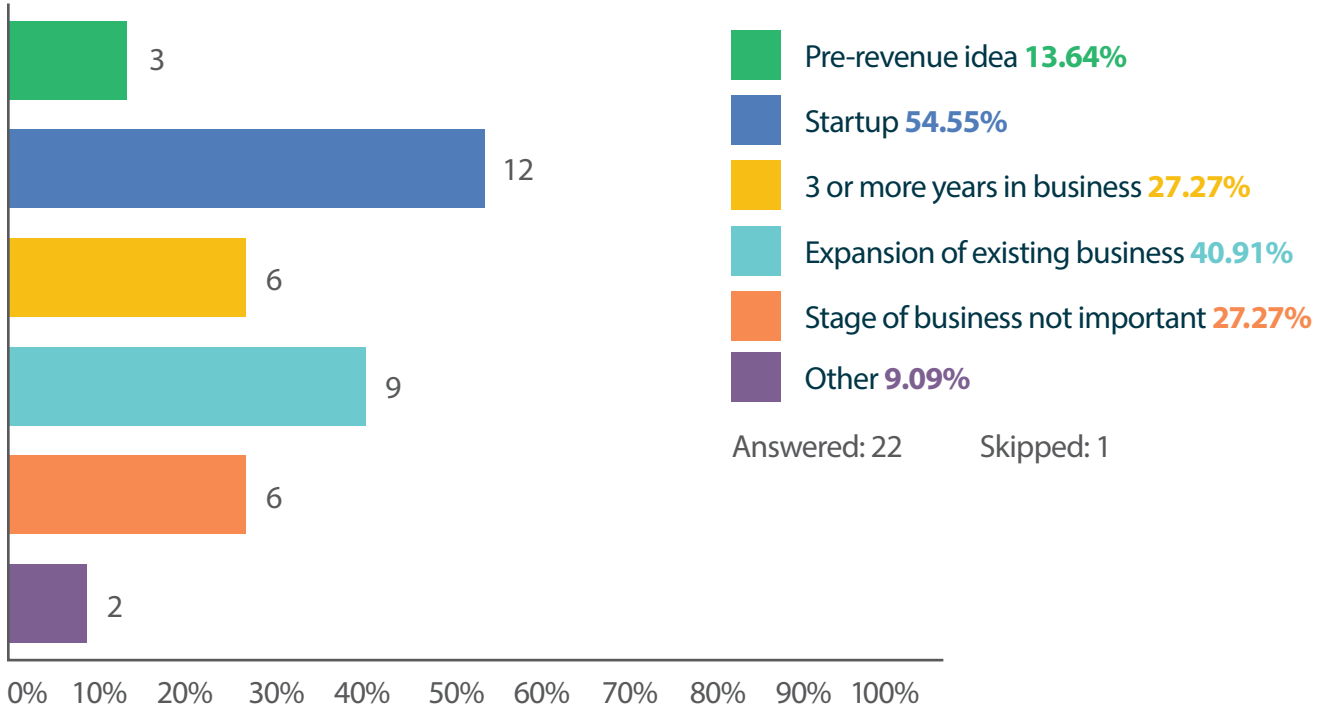
Three themes emerged from our response to the question on personal values. Number in parentheses indicates how often that value (or near synonym) was mentioned:

- **Local & Community:** The money stays here, benefits our community, and fosters connection (18/21)

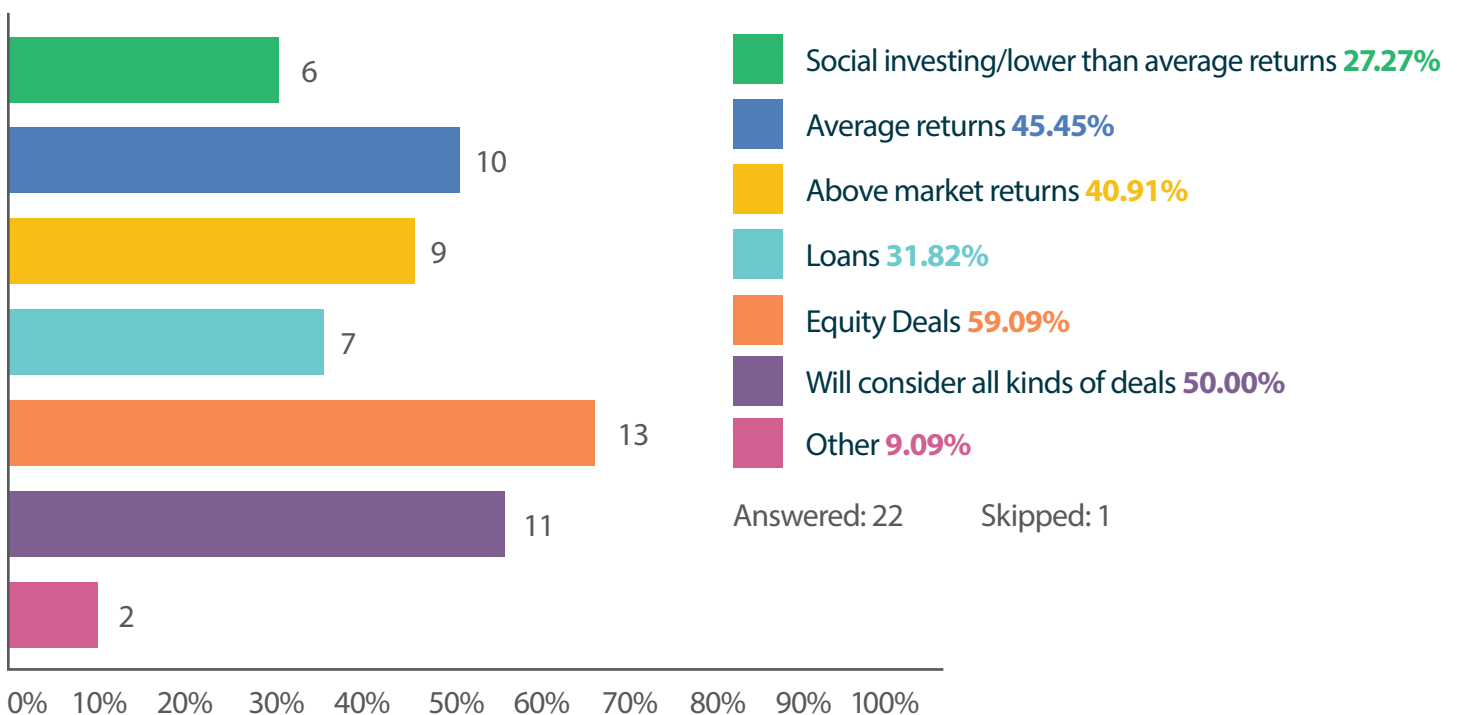
- **Entrepreneurship & Economic Development:** Passion for small businesses, the role they play in our local economy, and the entrepreneurs that build them (9/21)
- **Equality & Well-being:** Care for community well-being, creating opportunity for groups who have been historically excluded from traditional financing due to factors like race or gender, and a desire to invest in social impact (7/21)

To learn more about ThiNk, visit thurstonedc.com/think

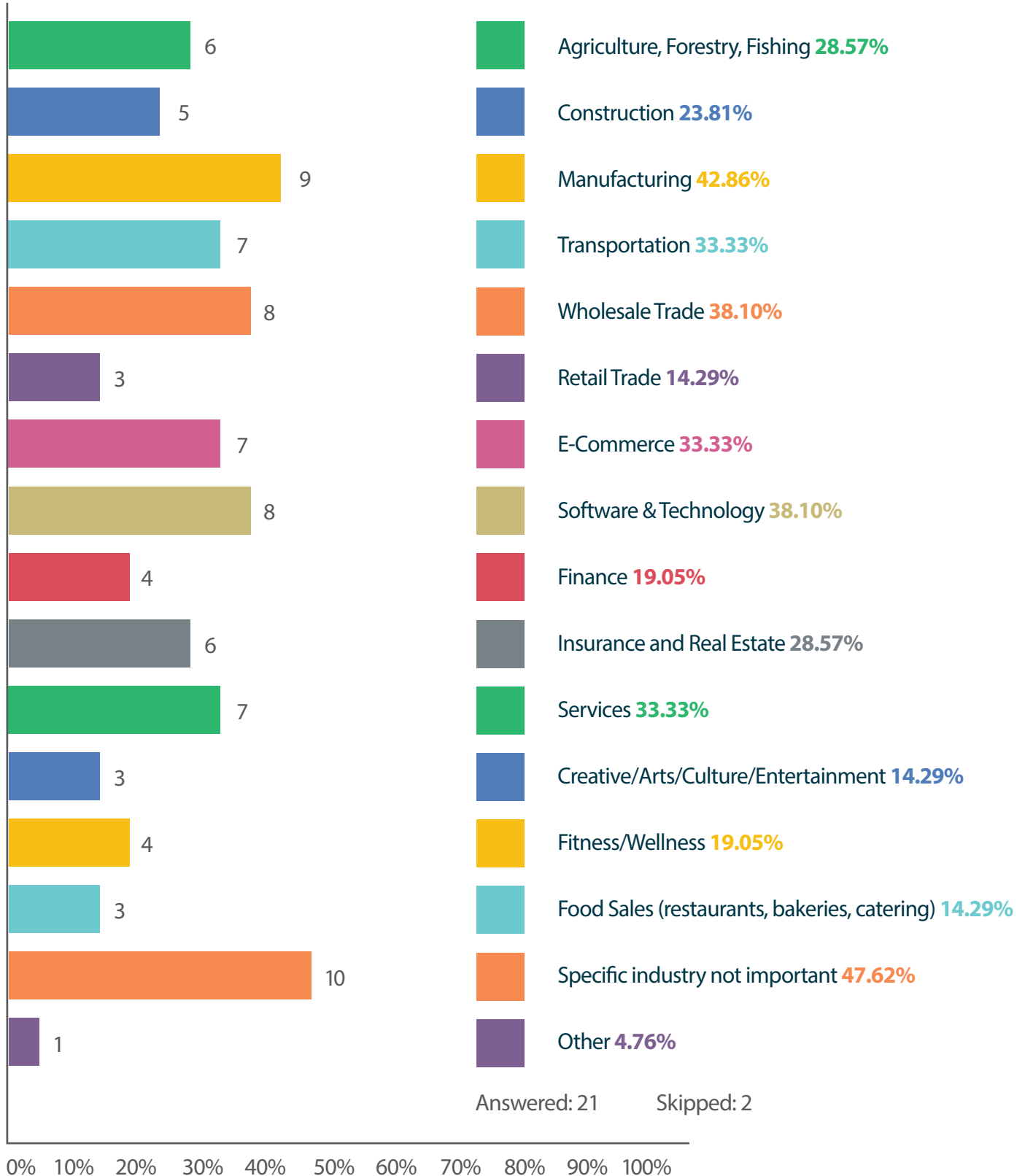
Q: Is there a stage of business you are more interested in investing in over another? *(Select one or more)*



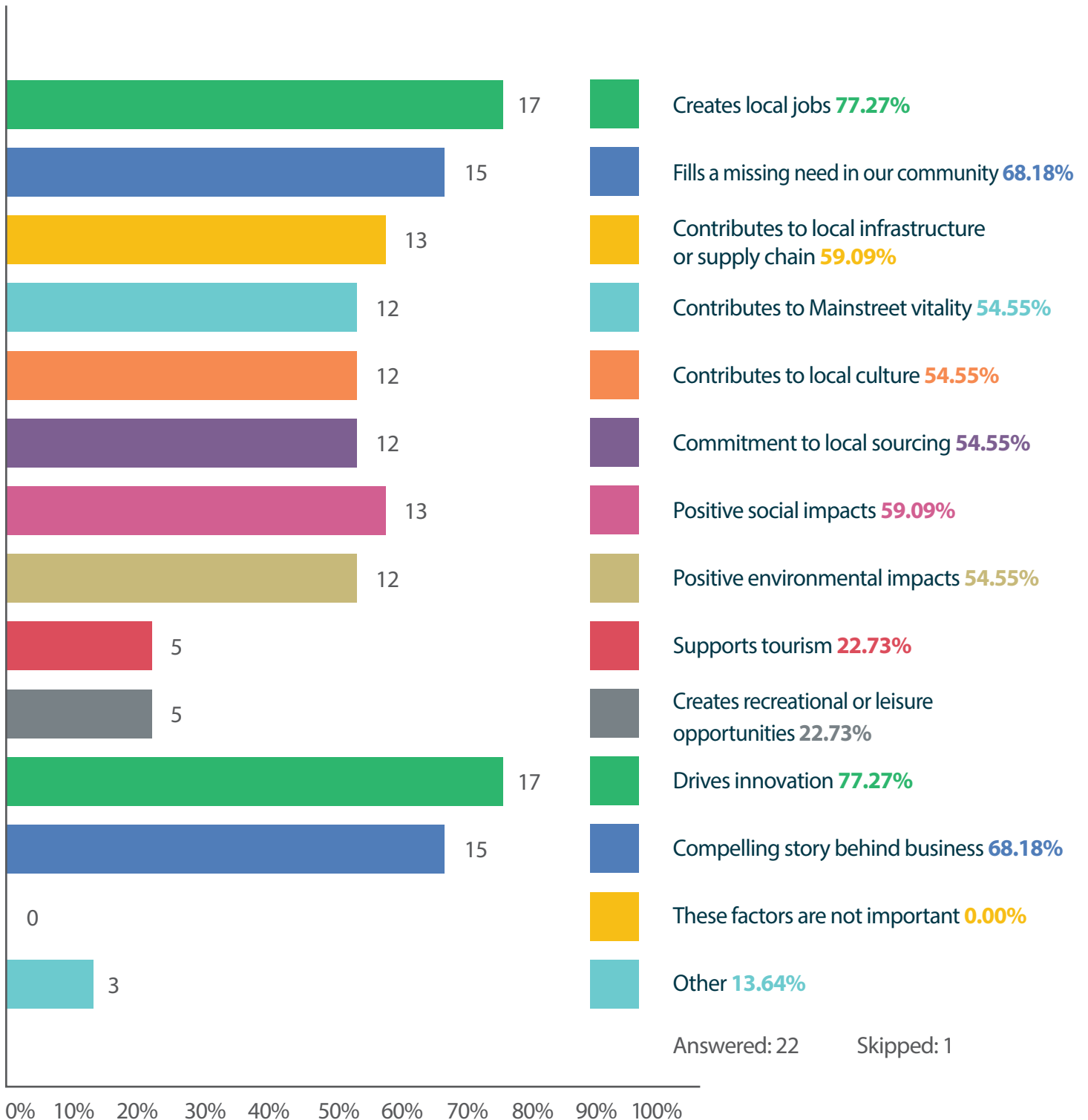
Q: Which kind of deal are you most interested in? *(Select all that apply)*



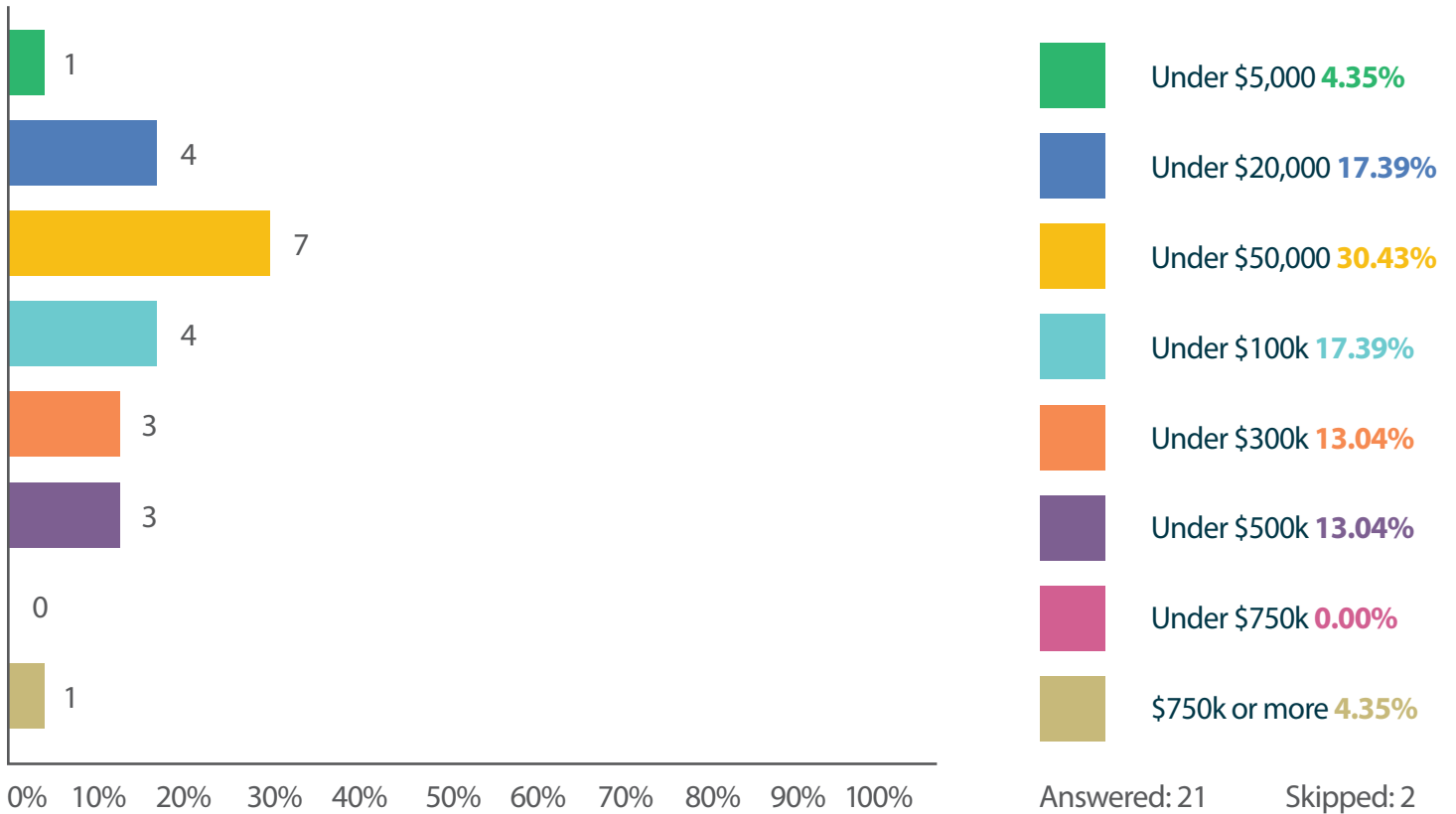
Q: Are there specific industries you are interested in seeing pitches from? *(Select all that apply)*



Q: Are there certain business characteristics that would increase your likelihood of investment? *(Select all that apply)*



Q: How much are you interested in investing?



Q: We have heard from other WA State networks that ownership of the network by the investor members is a key to their success. The next multiple choice questions focuses on member engagement and increasing membership in the ThiNK network. In which ways are you willing to engage in the network? *(Select all that apply)*

