



# Turning Your Idea into an Investable Startup

Every founder starts with an idea. But between a good idea and a business ready to receive investment, there's a path that can be shortened with strategy, structure, and market vision. The journey from concept to investable startup requires validation, clear communication, and decisive action.

This presentation will guide you through the essential steps to transform your innovative concept into a startup that attracts investors and funding. By following these strategic steps, you can position your idea for success in the competitive startup ecosystem.

**iSelfToken**  
**Crowdfunding**

# Validate the Pain You Solve



## Identify Real Problems

Every investor wants to understand what problem your startup solves — and for whom. Focus on finding genuine pain points in the market.



## Talk to Potential Users

Engage with real people, listen to their challenges, and identify patterns in their feedback to validate your assumptions.

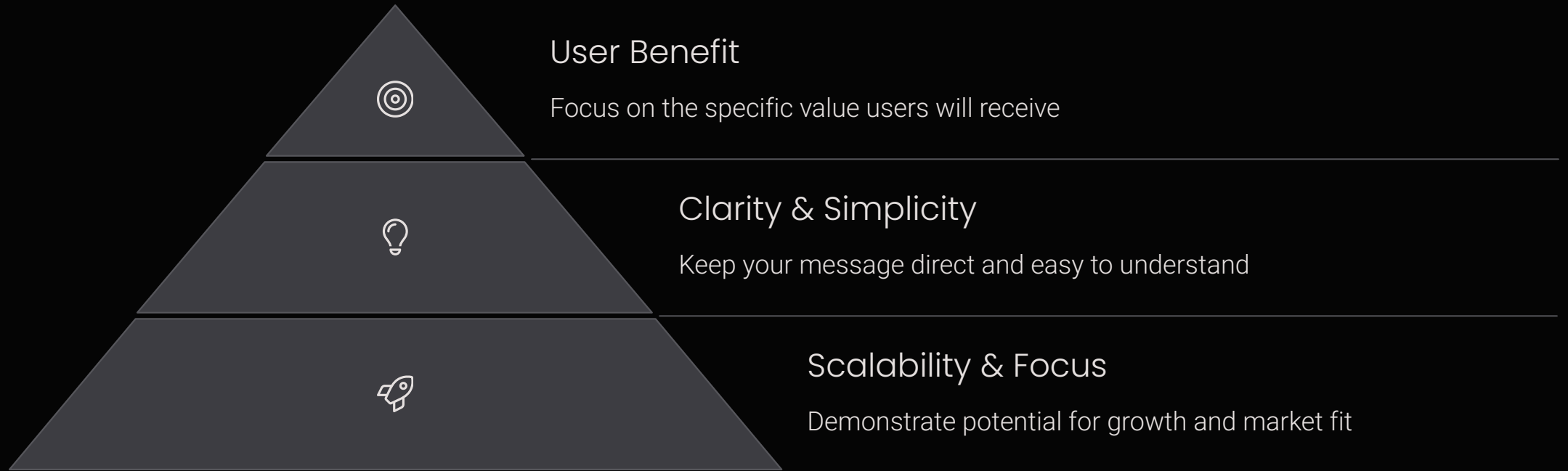


## Measure Problem Urgency

Assess how pressing the problem is for your target audience. An idea that solves a real, urgent problem is far more valuable to investors.



# Structure a Clear Value Proposition



Your value proposition must be simple, direct, and focused on the benefit the user will get. Don't confuse innovation with complexity. Investors value clarity, scalability, and focus in your offering. A well-structured value proposition communicates the essence of your solution and why it matters to your target audience.



# Build a Lean MVP

## Start Simple

You don't need to begin with a robust solution. Focus on core functionality that demonstrates your concept.

## Test Key Assumptions

Use your MVP to validate critical hypotheses about your product and market fit before investing heavily.

## Iterate Based on Feedback

Collect user feedback and refine your offering to better address the validated pain points.

An MVP (Minimum Viable Product) can be as simple as a landing page, an automation, or even a concept video. The important thing is to show that you've moved beyond the idea stage and are actively executing. This demonstrates commitment and reduces perceived risk for potential investors.





# Create a Simplified Business Plan

## Financial Projections

Include realistic revenue forecasts and growth estimates based on market research and comparable businesses.

## Acquisition Channels

Outline how you'll reach and convert your target customers, with specific marketing and sales strategies.

## Monetization Strategy

Clearly explain your revenue model and pricing structure, demonstrating path to profitability.

## Resource Allocation

Detail how you'll use funds and resources to achieve key milestones and business objectives.

Yes, investors want to know how you plan to make money. Even if it's an initial plan, include these essential components to show you've thought through the business aspects of your startup. A well-structured business plan demonstrates your strategic thinking and preparedness.



# Prepare Your Startup for Fundraising



## Develop a Strong Narrative

Craft a compelling story about your startup's mission, vision, and potential impact.



## Complete Required Documentation

Ensure all forms and materials are thoroughly prepared and professionally presented.



## Create a Fund Allocation Plan

Outline specifically how investment funds will be used to grow your business.



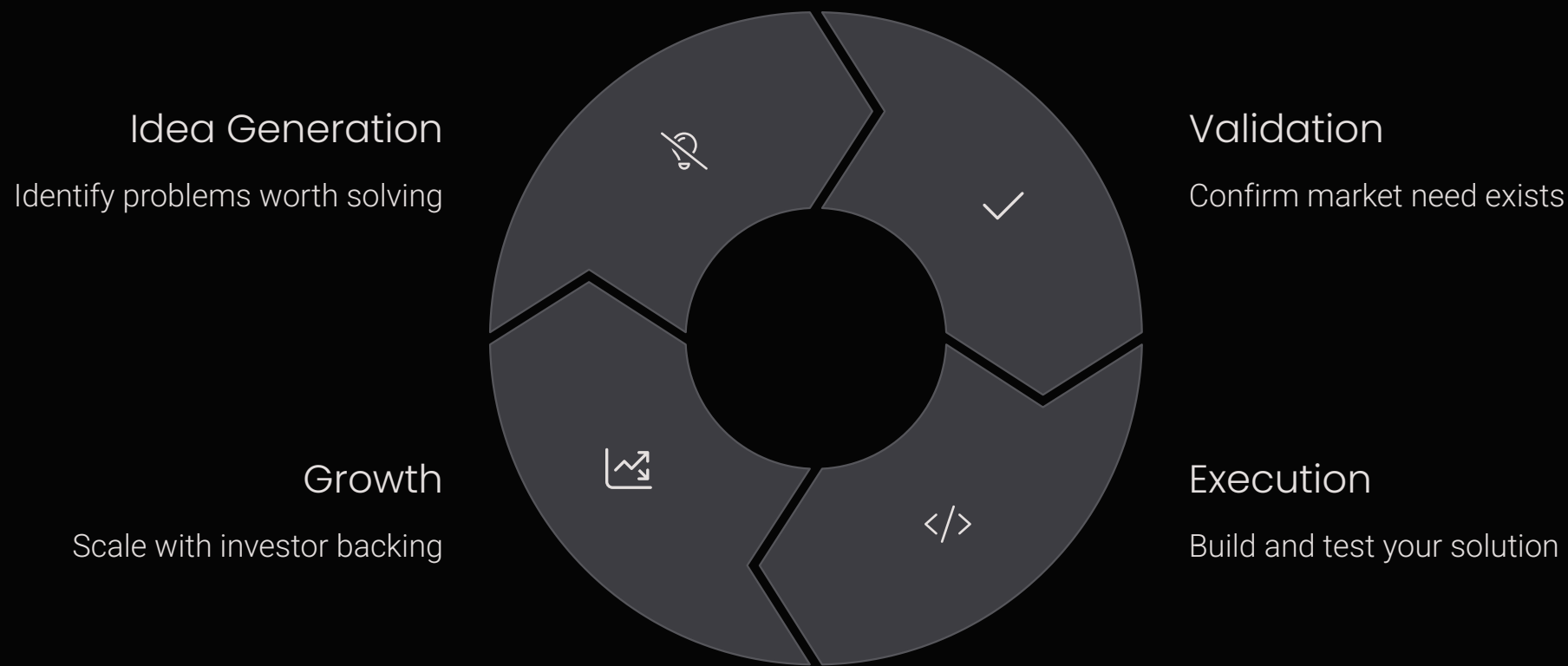
## Earn Verification Status

Go through document analysis to earn the Verified Startup badge and build investor trust.

On platforms like iSelfToken, you can start your fundraising even with little capital. The key is to present your vision with structure and clarity. Building investor confidence requires transparency about how their funds will contribute to your startup's growth and success.

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# From Idea to Investment



Ideas alone don't change the world. They need to be validated, clearly communicated, and put into action. With platforms like iSelfToken, you can turn your idea into a real investment opportunity — and attract the first supporters of your journey. This cyclical process helps refine your concept into an investable business.



# Take the Next Step

5

## Key Steps

Follow the structured approach to transform your idea

100%

## Commitment

Required to execute your vision effectively

1

## Platform

iSelfToken helps connect your startup with investors

Ready to transform your idea into an investable startup? Sign up now at [www.iselftoken.com](http://www.iselftoken.com) and begin your journey. Remember that successful startups combine innovative ideas with methodical execution and clear communication. By following these steps, you'll be well-positioned to attract investment and build a sustainable business.

The path from concept to funded startup requires persistence, but with the right approach, you can significantly improve your chances of success in the competitive startup ecosystem.