

# What to Expect When Investing in Early-Stage Startups

Investing in early-stage startups may seem risky at first glance — and it's true that there are risks. However, this is also the stage where the greatest opportunities for value multiplication are concentrated. With the arrival of tokenization and platforms like iSelfToken, regular investors can now participate in a game that was once exclusive to major funds and insiders.

This presentation will guide you through what to expect when investing in early-stage startups, from understanding what they are to managing risks and maximizing potential returns.

**iSelfToken**  
**Crowdfunding**





# Understanding Early-Stage Startups



## Ideation Phase

The product or service is still being tested or built, often in its conceptual stages



## Pre-Revenue

The company may not yet have revenue but shows potential for future growth



## Committed Team

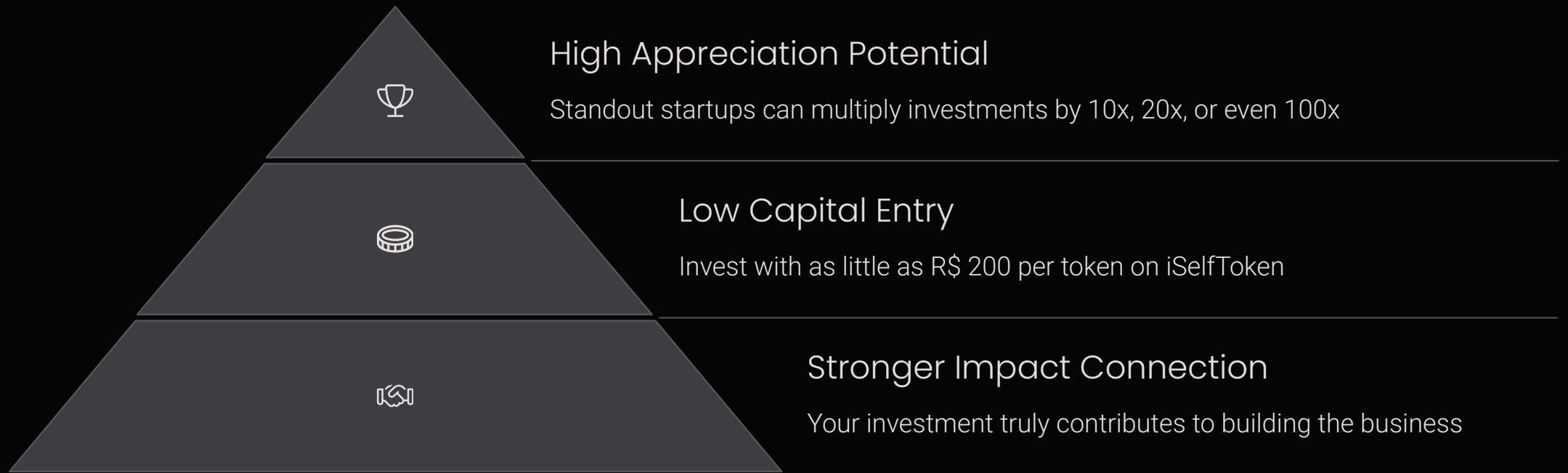
There's a promising business model and a dedicated team working to bring the vision to life



## Seeking Traction

The startup is actively seeking initial traction and funding to structure operations

# Why Invest at This Early Stage?



Early-stage investing offers unique advantages that later-stage investments simply cannot match. The combination of high growth potential, accessible entry points, and the ability to make a meaningful impact makes this stage particularly attractive for investors with a bold profile and long-term vision.



# Understanding the Risks

## Business Failure

The business might not get off the ground despite promising beginnings. Statistics show that a significant percentage of startups fail within the first few years of operation.

## Team Disbandment

The founding team may disband due to internal conflicts, personal circumstances, or inability to overcome challenges, leaving the startup without leadership.

## Market Rejection

Even well-executed products may not be accepted by the market if they don't solve a real problem or if the timing isn't right.

That's why diversification and strategic analysis are essential when investing in early-stage startups. Understanding these risks allows investors to make more informed decisions and prepare appropriate strategies.





# Risk Mitigation Strategies

## Verify Legal Status

Prioritize startups with the legal verification badge on platforms like iSelfToken to ensure compliance with regulations and reduce legal risks.

## Analyze Resource Usage

Carefully review how the startup plans to use investment funds. Look for clear, realistic plans that show understanding of market needs and business development.

## Assess Founder Commitment

Evaluate the dedication and experience of the founding team. Committed founders with relevant experience are more likely to navigate challenges successfully.

## Monitor Progress

Follow updates after investing to track milestones and adjust your strategy if needed. Regular communication from the startup is a positive sign.

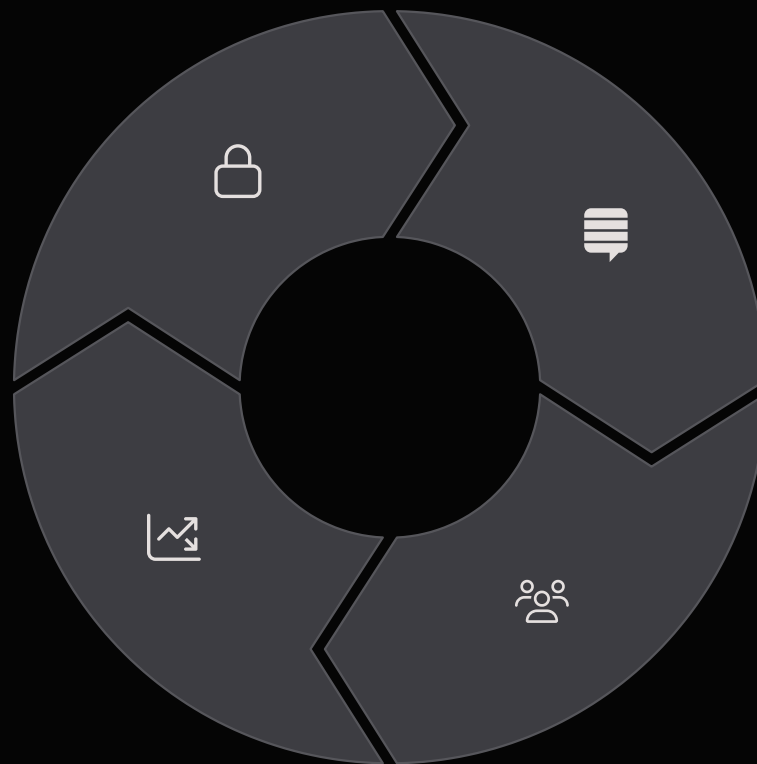
# The Tokenization Advantage

## Enhanced Security

Blockchain technology provides transparent and secure transaction records

## Fractional Ownership

Invest smaller amounts across multiple startups for better diversification



## Increased Liquidity

Tokens can potentially be traded more easily than traditional startup equity

## Broader Access

Allows regular investors to participate in previously exclusive opportunities

Tokenization is revolutionizing early-stage startup investment by removing traditional barriers and creating new opportunities for investors of all sizes. This technology-driven approach makes the investment process more accessible, transparent, and potentially more liquid.



# Investment Strategy on iSelfToken



## Research

Thoroughly investigate startups, their teams, and market potential before committing any funds



## Start Small

Begin with a modest investment amount to learn the platform and process



## Diversify

Spread investments across multiple startups to reduce overall risk exposure



## Be Patient

Understand that returns take time; early-stage investments typically require years to mature

A strategic approach to investing on platforms like iSelfToken can help maximize potential returns while managing risks. Remember that early-stage investing is a long-term commitment that requires patience and ongoing attention.



# Key Performance Indicators to Watch

KPI	Early Stage Significance	What to Look For
User Growth	Indicates product-market fit	Consistent upward trend
Burn Rate	Shows financial discipline	Reasonable spending relative to progress
Milestone Achievement	Demonstrates execution ability	Meeting or exceeding promised timelines
Team Expansion	Signals company growth	Strategic hires that fill capability gaps
Follow-on Funding	External validation	Interest from established investors

Tracking these indicators after investing can provide valuable insights into the startup's progress and potential for success. Regular updates from the founding team should address these metrics.





# growth trajectory



## Realistic Timeline Expectations

1

Years 0-1

Product development and initial market testing. Expect frequent pivots and adjustments as the team refines their approach.

2

Years 1-3

Market validation and early growth. The startup begins to establish its position and may start generating revenue.

3

Years 3-5

Scaling phase. Successful startups begin to grow rapidly and may seek additional funding rounds at higher valuations.

4

Years 5-7+

Potential exit opportunities through acquisition, merger, or public offering, providing returns to early investors.

Understanding the typical timeline for startup development helps set realistic expectations. Early-stage investments require patience, as significant returns typically take several years to materialize. This long-term perspective is essential for success in this investment category.

# Conclusion: The Bold Investor's Opportunity



## Innovation Access

Early-stage investing provides unique access to groundbreaking ideas and technologies



## Growth Potential

The greatest potential for value multiplication exists at the early stages



## Balanced Approach

Success comes from combining bold vision with careful risk management

Early-stage startups are bold bets — but with great potential. If you have a bold profile and a long-term vision, this could be one of the most impactful and profitable ways to invest. The democratization of startup investing through platforms like iSelfToken has opened this opportunity to a broader audience.

Discover early-stage startups ready to raise funds at: [www.iselftoken.com](http://www.iselftoken.com)

