

Cracking 7 Investor Types (Understand Their Mindset To Secure Funding)

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Cracking 7 Investor Types

Understand Their Mindset To Secure Funding

	Mind	What They Value	Risk	Strategy
 The Pattern Seeker	Looks for familiar models	Proven playbooks and repeatable wins	Rejects anything that feels untested	Frame your pitch around success patterns
 The Power Builder	Enjoys shaping founders into scale players	Adaptability and openness to guidance	May push too far into control	Welcome input but protect direction
 The Doubter	Focuses on flaws first	Strong defenses and risk reduction	Magnifies small weaknesses	Prepare clear answers and evidence
 The Vision Believer	Driven by bold ideas	Founder passion and vision	Loses interest without clear proof	Pair your story with solid numbers
 The Metrics Hawk	Obsessed with CAC LTV and margins	Precise and transparent metrics	Dismisses you for one unclear figure	Show numbers in their exact format
 The Deal Player	Sees investment as constant negotiation	Terms that maximize upside & protection	Traps you in investor-heavy agreements	Know your red lines and stay firm
 The Impact Builder	Focused on long term impact	Mission alignment and integrity	Disengages if purpose feels shallow	Tie your growth plan to lasting impact

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