

## New self-assessment tool for startups helps founders uncover improvement areas for investor search

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*Vienna boutique-consultancy konsultori, specialized in Business Development for creative industries, startups and innovative SMBs launches „Investor-Readiness-Check“ (IRC). IRC is the online tool for startups that are first-time fund-raisers. The self-assessment tool gives founders individualized feedback on their readiness to address investors. The startup ecosystem is a tough environment. Investor’s funds are scarce and 99% of pitch decks lack the quality investors are looking for. Being prepared before addressing potential investors is a critical founder task in the fundraising process. IRC provides confidence and individual feedback whether startups are well prepared and how to improve.*

### Why investor-readiness is crucial

„99% of pitch decks lack the quality and key information investors are looking for. It’s a pity that many startups have a good product but are lacking the important skill of „selling“ their traction and vision for growth to potential investors“, says Petra Wolkenstein, CEO of konsultori.

For investors startup valuations and deal-negotiations are their core business. This puts startups at a disadvantage when it comes to the fundraising process and knowledge about benchmark data.

“This is the reason why we started key2investors.com as a platform: to speed up and improve the quality of investor-readiness for startups!“, explains Petra Wolkenstein.

“The investor-readiness-check is our first free online tool to support startups with individualized feedback on their journey to investor readiness. Often you’ve got only one chance to address investors. As a founder you need to be really well prepared“, Alex Staenke, product manager for Key2Investors is convinced.

### “Investor-Readiness-Check“ for self-assessment

The questions in the self-assessment tool are designed in such a way that one part is looking at typical No-Gos for investors. Founders get feedback on how to solve these issues before approaching investors. The other part is about the depth of your preparation along the 6 most relevant topics of investor readiness:

- Founder team alignment
- Product development
- Target market and go-to-market strategy
- Vision for growth
- Financial plan and valuation
- Approaching investors

„During many one-on-one conversations we helped startups assess whether they are ready for investors and what steps they need to take next. These conversations were the basis for the idea of creating a standardized self-assessment tool for founders.“ - Petra Wolkenstein, konsultori.

### Tools, Knowledge and Transparency for fundraising

The Key2Investors team is currently working on the final touches to release its guide on preparing for the fundraising process. Further tool releases by May 2018 will cover:

- finding the right investors
- being good at benchmarking startup valuations

## About konsultori and Key2Investors

The start-up ecosystem is a tough environment. Not only are investor funds limited, there is also an imbalance of knowledge between investors and founders. It is a first for founders and a core business for investors.

Our goal is to level the playing field.

- We aim at bringing together first-time raisers and founders for knowledge exchange.
- We are working towards transparency in benchmarking startup transactions in the region.
- We educate and provide a knowledge hub and tools

This is why we created Key2Investors: To give startups a one-stop-resource where they can get everything they need to know, exchange with other founders and use proven tools towards getting investor-ready.

konsultori is the Vienna-based Boutique Consultancy for Business Development working with startups, the creative industries and hidden champions. Key2Investors is our product for the capital raising process of startups. Consulting needs to be affordable for startups and especially the capital raising process is a critical task in the early times of a company. We offer tools, data and knowledge for the capital raising process. We envisage to reduce the asymmetry of knowledge and data between investors and startups when it comes to capital raising.

Petra Wolkenstein and her team bring 16 years' experience in M&A and later-stage startup consulting to Key2Investors.

Contact:                      Konsultori BD GmbH  
   Petra Wolkenstein  
   [petra.wolkenstein@konsultori.com](mailto:petra.wolkenstein@konsultori.com)  
   +43 680 2213753  
   [www.konsultori.com](http://www.konsultori.com)  
   [www.konsultori.com/presse/](http://www.konsultori.com/presse/)  
   <https://key2investors.com>  
   <https://key2investors.com/tools/investor-readiness-check/>

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