



**Bring Your  
Start-ups to  
the Point of Investor  
Worthiness**

Problem

# Unqualified Startups

Headway understands the problems Investors face when searching for the right type of start-ups for deal-flow.

During our 10-year existence, we have engaged with 100's of startups and have determined the top reasons most startups are unqualified for Investment:

## **Unsuccessful Product Market fit**

- Lack of Scalability
- Weak Market Opportunity

## **Weak Team and Execution**

- Inadequate Traction or Validation

## **Poor Revenue Models**

- Low differentiation in a competitive landscape.

# Unique Involvement

Headway works closely with Accelerators, Innovation hubs and Investors that are facilitating startups to accomplish the following:

- Address a startup's team makeup, including their weaknesses, blind spots and gaps in leadership.
- Develop, refine and implement their go-to-market strategies to obtain product market fit.
- Clearly and effectively communicate their mission and the impact they deliver.
- Define their unique fingerprint style value-propositions.
- Implement a startups mission, values, vision into their products alongside the products features.
- Plan scalable business models that increase investor attention while reducing investment risks.



# Scale your Start-up

Connect to one of our Partner Accelerators or Incubators. Get access to Headways proprietary online programs. Develop a unique finger-print strategies

# Business Consulting

Fortify your business' strategy by creating a unique competitive fingerprint strategies that will increase customer adoption and attract your early adopters!

Our 4 steps to

# Investor Readiness

## Take The Free Investment Preparedness Quiz

This investment qualifier test, which was co-developed with the support and approval of headway's investor partners.

## Eliminate The Guestwork On What Next

The above qualifier test has been designed to be used as a guide that provides startups with insight on where they may have gaps, weaknesses as well as their strengths. It will help them eliminate the guesswork on what to do next as test will identify the exact steps, they need to take based on their results.

## Meet With An Investment Consultant

At this point having an experienced, qualified Investment startup-advisor should have a review with the startup to verify their actual investment worthiness status.

# Introduce To The Appropriate Investor Network

At point the startup if qualifies, will be introduced to the appropriate Investor group or investor network.

# Contact Information

For further inquiries, please contact [info@headidealabs.com](mailto:info@headidealabs.com) or call direct at 832.786.4900.

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