Venture capital investor

Investor at a Swedish venture capital firm that invests early

Weighs customer proof and team against how far the capital takes the company.

242 source-backed observations

46 sources

Research, government reports and the investors' own published criteria. Everything can be traced to source, population, year and method.

✦ THE PROFILE'S PRIORITIES

1. That the company fits the fund's focus
2. A real customer problem and customer proof that fits the company's stage
3. The team's ability to deliver
4. A testable milestone for the next round of capital

✦ ASK THE PROFILE

"What do you need to understand before you want to take a second meeting?"

Takes a position on every pitch: go ahead, wait or pass, and says what would change the decision.

✦ THE SOURCE MATERIAL, AREA BY AREA

Number of observations and one example from the material

Buying criteria	109	In a survey, 47 per cent of venture capital investors ranked the team as the most important factor. NBER · 558 investors · c. 2015 to 2016
Mandate and decision path	44	A proposal goes from the responsible investor to the team and then to the investment committee. Almi Invest · own process · 2026
Objections and obstacles	31	State-owned Almi Invest does not invest in companies run by a sole founder. Almi Invest · published criteria · 2026
Information sources	23	Early-stage investors screen within minutes based on the pitch deck and where the deal comes from. University of St. Gallen · European early-stage funds
Budget and cost	19	In the first round, 10 to 15 per cent of the ownership is normally taken, always as a minority owner. Almi Invest · first funding round
What leads to the next meeting	16	34 per cent of investors normally require five meetings or more before an indicative offer. BDO · UK venture capital investors · 2023

✦ SOURCES

NBER · Swedish Agency for Growth Policy Analysis · Almi Invest · University of St. Gallen · BDO · Lund University · ESBRI · University of East Anglia