

Glew. University

Glew (Pro): Ecommerce Investor Insights

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Christian Elovsson
Head of Client Success



Michael Ruth
Director of Finance

Ecommerce Investor Insights

What we'll cover:

- Types of Investors & Investments
- How to Prepare for Investment
- How to Run a Process
- What Metrics you should be prepared to share

Types of Investors / Investments

What types of Investors are in the space:

- **Seed Investments** – Funding used to convert an idea into a business
- **Expansion Investments** – Funding to accelerate growth or expand into a new vertical
- **Acquisition** – Funding to typically provide founder/employee liquidity

	Seed	Expansion	Acquisition
Angel Investor	YES	SOME	LITTLE/NONE
Venture Capital	YES	YES	SOME
Private Equity	SOME	YES	YES
Corporates	LITTLE/NONE	SOME	YES

**Please note that there are many exceptions to this table, this is simple*

How to Prepare

How to prepare for an investment:

- Know how much investment you are seeking
- Know why you are seeking an investment
- Know your story
- Know your investors
- Know your numbers
- Know your runway (time until you run out of money)

Run a Process

What do you need to do land an investment:

- Prepare a pitch deck
- Prepare a data room
- Reach out to investors in cohorts
- Prioritize investment – don't chase valuation
- Timebox your cohorts
- Don't forget about your business

Fun Fact:

On average, investors will review your pitch deck for 3 minutes and 20 seconds. Keep this in mind when designing your deck.

Growth Metrics

What product data can tell you:

- Revenue Growth
- New vs Repeat
- LTV

Margin Analysis

What product data can tell you:

- Product Segments
- Gross Margin

Marketing Metrics

What product data can tell you:

- ROAS
- CAC

FAQS AND RESOURCES

Where to find them:

- ✓ **FAQs:** <https://glew.io/faqs>
- ✓ **Webinars:** <https://glew.io/webinars>
- ✓ **Videos:** <https://glew.io/videos/>
- ✓ **In-app documentation:** Hover over tooltips in the app for more information
- ✓ **Look out for ongoing communication:** Monthly newsletters and webinars, bi-weekly training

Have a question? Here are your options:

- 1) In-app documentation
- 1) FAQs
- 1) support@glew.io

FAQS AND RESOURCES

QUESTIONS?

