INVESTOR HOSTING CENTRE

WHAT INVESTORS LOOK FOR IN TECH FINANCE

1 CLARITY OF THE TECH BUSINESS MODEL & REVENUE MODEL

What is being sold, to whom, on what terms? Tech investors fund repeatable & scalable revenue models; not product demos. A solid tech opportunity must define its business model archetype, revenue mechanism, customer segment & sales motion and defensibility.

2 MARKET CERTAINTY, NOT ADDRESSABLE MARKET SLIDES

What matters is who us paying, how much, how often & evidence of it all. What earns investor confidence is evidenced paying customer evidence, retention & engagement metrics, customer acquisition evidence & competitive validation.

3 EXECUTION CAPABILITY

Tech businesses live or die on the strength of the founding & engineering team. Investors back people who can build, ship & iterate faster than the market changes. Investors assess technical founder credibility, track record, team composition & depth, velocity & iteration evidence and advisory & governance structure.

4 PRODUCT SCALABILITY & TECHNICAL ARCHITECTURE

Can the platform handle 100x the current user base without a complete rebuild? Does the technical architecture support expansion into new markets or product lines? This is what investors evaluate i.e. scalability with respect to technical & commercial aspects.

5 UNITS ECONOMICS THAT WORK BEFORE YOU SCALE THEM

Customer acquisition must not cost more than lifetime value of the customer. Investors assess metrics e.g. customer acquisition cost, customer lifetime value, customer acquisition cost payback period, gross margin, burn rate & runway and rule of 40.

6 RISK AWARENESS & MITIGATION

Tech businesses face product, market, regulatory, cybersecurity & key-person risks. Investors want to see proof that all applicable risks are identified & how you have built your project around them. In Zimbabwe navigation of RBZ licensing requirements is particularly central to regulatory risk management.

7 FINANCIAL DISCIPLINE & TRANSPARENCY

What qualifies a tech opportunity are clean capitalization tables, accurate MRR reporting & a defensible use of funds plan. Tech investment due diligence heavily focuses on the accuracy & integrity of growth metrics. Proof of key contracts & IP documentation also matters here.

8 ECOSYSTEM POSITIONING & PLATFORM STRATEGY

Tech investors evaluate where a business sits today & within the broader digital value chain. Plus, how that position evolves over time. Clearly outline details on ecosystem dependency & contribution, strategic partnerships & expansion strategy.

9 IMPACT WITH PROFITABILITY

Financial inclusion, digital literacy, MSME enablement & equitable access to tech are impact metrics & capital access mechanisms. Tech investment in African markets is now a strategic intersection of commercial scalability & developmental impact. Proof of this alignment unlocks access to impact-aligned capital.

10 SKIN IN THE GAME

Investors back people who have already built the product, acquired real customers & sustained the business through its hard & least-funded stages. The polished pitch deck is not enough. Investors expect a live functioning product, verifiable revenue history & founders' financial commitment.