

# Eighteen Ventures

## Investors Don't Invest In Good Ideas!



Yes, it is a provocative title. Let me rephrase the title, Investors Don't Invest In Good Ideas Only.

Your company's novel health or medical technology idea may be good. Investors, however, don't care that it is a good idea by itself. Public, i.e., National Science Foundation Small Business Innovation Research, and private, i.e., venture capitalist, investors are more focused on whether the good idea rest upon a well-defined, realistic, actionable business model that will help the company create value for potential customers, generate money, gain market share, and achieve eventual profits.

An effective, actionable business model provides your company with an efficient pathway to capitalize on the good idea. It specifically describes a novel solution that solves an identified problem, competitors and existing competing solutions, targeted buyers and users, research & development objectives and execution, market opportunity, go-to-market plan, revenue model, distribution process and leadership/product development team. These elements help move the good idea from product concept to market introduction.

By defining, integrating these business model elements successfully in a written plan, your company demonstrates how its good idea will create value for potential customers, generate money, gain market share, and achieve eventual profits. Investors, at this point, would seriously consider your company's good idea as a worthwhile investment.



**Good Idea With  
No Business Model**



**Good Idea With  
An Actionable Business Model**

Eighteen Ventures' Business Model development service helps startups and small firms prepare an effective actionable plan that supports your company's novel technology idea. It also helps your company acquire new technology development NSF SBIR seed funding and obtain private sector growth capital. Contact and learn more from Mr. Darrell Williams today at [Darrell@Eighteenventures.com](mailto:Darrell@Eighteenventures.com).