



## What does an Inventor look for in a Manager?

The Manager plays the Key role in the microFunding® process. It's his job to make the money, to take an idea and make it happen.

It is the Manager's role to identify, create and run a business, often without any significant additional input from the Inventor beyond the initial idea. It is entirely up to the Manager what happens, how it happens and with whom it happens; and although the Inventor will no doubt contribute his own ideas about how things could develop, control is with the Manager.

The microFunding® Exchange gives experienced business Managers the chance to:

- work with an idea that has serious commercial potential
- create something for themselves at the same time
- build their own management team
- make an exit as profitable and as early as possible.

The critical part of the process is the Proof of Concept Project. By eliminating less viable inventions and identifying the winners early at little cost, the Proof of Concept Project gives Investors the chance of real Rewards at reduced Risk. So the Manager's next task is to specify what the 'concept' is and its proof by whom, by when, at what cost and to what criteria. The Manager is expected to use approved suppliers for much of this work, and while he will also cost his time it is unlikely that he will attract investors if the project's cost is excessive.

### **Experience - Knowledge - Capability - Character**

Contrary to popular myth, Investors never back good ideas. They back good Managers, and even then only if they also have good ideas. So Investors want to see a good Manager who has selected a good Invention.

So what makes a person a 'good' Manager?

Essentially there are four qualities an Investor will want to check out:

#### **Experience**

What's their Track Record like: how did their original plans actually measure up in practice?  
Have they grown a business from scratch before? How big did it become, and what happened to it?

#### **Knowledge**

What do they know, and how relevant is it?  
What expertise do they have – Industry - Sales and Marketing – Technology – Customers - Financial?  
Do they fundamentally understand what is required?

#### **Capability**

Can they actually get it done? Can they grow a business? Can they recruit and motivate a team?  
Can they implement? Can they get others to do it too? Are they Managers?

#### **Character**

Ability to Listen and Learn  
Adding value  
Honesty, strength of character, integrity, reliability, trustworthy  
Hard working, motivated, committed, enthusiastic, likeable  
Able to Focus on the issues and solutions, and without ignoring potential not get distracted by it.