

TECHBBQ_x today

SUGGESTIONS FOR INVESTORS



Suggestions for Investors

- Resources provided by investors to entrepreneurs have been mostly focused on training business skills, filling in knowledge gaps, and sprinkling in stories of inspirational founders who have overcome great odds.
- With the now-established importance of nurturing founders' mental health being glaringly clear, **what can investors do to help their founders' personal and emotional growth?**

Create an open and safe environment

- Start from the onboarding process
 - The process of openly communicating and emphasising the importance of mental health for founders can start as early as the due diligence process of researching potential start-ups to invest in.
- Get rid of stigmas
 - By opening up and sharing your own vulnerability and challenges, investors can show their founders that it is not only okay, but necessary to talk about hardship and to seek out support.

Commit resources to founder support

- One of the most direct ways for an investor to be “founder-first” is to be supportive of their portfolio companies by investing in resources that help them cultivate the necessary skills to improve and maintain mental strength and overall well-being.

Build networks to counter loneliness

- Peer to peer support is essential for all founders in their journey, as entrepreneurship can feel overwhelmingly isolating and lonely.
- Investors can leverage their network to connect founders within their portfolio or recommend resources to founders that facilitate peer-to-peer learning groups amongst founders that encourage authenticity.

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It is time to build a mental health ecosystem that supports the entrepreneurs who are working hard to create innovation, and the best way to do that is to be a founder-first investor.

– Cecilie Willer, Today

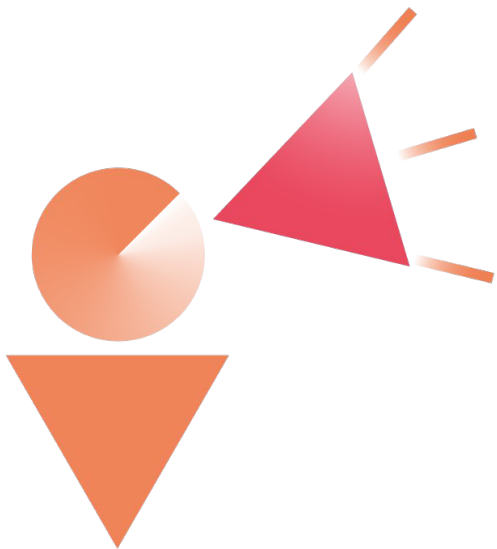
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Take the Investor Pledge for Mental Health

- Developed by Erin Frey and Ti Zhao, this pledge is a public commitment by investors to take an active role in founder mental health.
- Read more and take the pledge here: <http://resources.hellokip.com/pledge/>



Sources Cited

Willer, C. (2021) Startup Founder Wellbeing: A report for entrepreneurs covering stress, mental wellbeing, and tools for building healthy habits. [Online]