



Good Advice Booklet

Season 1, 2021

*If you would have to pick
just one
piece of advice
to offer to a startup team
what would that be?*

"Without gobbledygook, look for a value proposition; if you find it, the growth comes naturally.

The determination of the founders must be intertwined with lifelong learning."



Dan Călugăreanu,
TechAngels, Partener Early Game Ventures

"Don't try to get everything done by yourself. Find co-founders and team members who complement your skill set and who share your vision. Also, angels and VCs prefer to invest in startups founded by at least two partners."



Radu Atanasiu,
VP TechAngels, Partner and Lecturer, Bucharest International School of Management

"When negotiating with your first investors, make sure you strengthen your 3M - Momentum, Business Model and Management Team"



Sabin Gîlceavă,
Business Angel & Negotiation Adviser Leverage Negotiation

"If you want an investor to come along with you, behave like an investor. Do the most you can on your own resources and by doing so, prove that you have invested everything you had in your idea to take it to a stage where you actually have something to sell, more than just a brilliant idea. If you can't prove that you and your team have already taken a tremendous risk by investing in the business you present, why would anyone else take a risk on it? Moreover, the more you have already accomplished, the more negotiating power you gain."



Rodica Lupu,
TechAngels Member, Business Angel,
Founder Loop Operations, Ingenius Hub

"Do your homework, don't cut corners and never wing it."



Sebastian Cochinescu,
TechAngels, Founder & CEO TailPath

"Whenever you design a new solution, a new service or a new product start with privacy first."

Privacy by design and by default is a key concept in all privacy regulations worldwide. It is definitely cheaper and easier to design a compliant solution than to fix it at a later stage."



Tudor Galoş,
TechAngels, Tudor Galoş Consulting

„Every startup should assess its resources and capabilities, and come up with a clear strategy that capitalizes on its competitive advantages.

Given that resources like management bandwidth, money and connections are scarce at the beginning, they shall be focused on a limited number of key objectives in order to move forward with high velocity.“



Vlad Sarca,
TechAngel Member, Partener –
Sparking Capital VC

“Design your product to serve the global market, even if it’s only locally launched. This will greatly increase it’s growth and investment potential.”



Bogdan R. Constantinescu,
TechAngel, General Manager Amber Labs

*"My advice seeing the Romanian startups being impressive and quick - sometimes too quick, too agile - is to focus more than anything on **building a strong company** with the customer in the center of the organization, a killer team and a great product instead of thinking on valuations, exit, faking till making, copying somebody else's model, too virtual customer relationships and so forth and so on."*



Dimitris Matsakis,
TechAngel, Advisor to startups & scaleups
with 50-countries business experience

*“Design your business
Like a masterful haiku.
Execute in force.”*



Călin Fusu,
TechAngel, Founder &CEO
Neogen.Capital

*“If you want to scale you will need a culture
- make sure you build your startup culture!
This comes in the context of pandemic-
work-from-home.
You need culture and common vision to
convince great others to jump in. That
culture and vision is very challenging when
not sweating together, hearing each others
yells. Therefore, scalability is hard. ”*



Radu Roșu,
TechAngel, CEO Eloquentix.

*"For early stage startups is important to find
their first customers that will validate their
products, and help with feedback for the next
version. You can start talking to people from
your own network, and also use the network
of your advisors.*

*Many of us TechAngels have own networks
and can also open a few doors for the
startups that we like and we invest in. In my
experience, it is not that hard to set an
introductory meeting, it is harder to keep the
door open and develop further the project.
Please think long term, how can you raise the
interest of your first prospects, but also how
can you drive them further into your first
reference customers."*



Mihai Guran,
VP TechAngel, Founder &CEO
Guran Consulting Global

*“Ask yourself every day: how far can I get?
Far is never far enough.”*



Liviu Sima,
TechAngel, Fondator IT Genetics

“It is only natural to face difficulties. It is only natural to sometimes feel overwhelmed by the situation. In those moments, step back, recover, find anchors and CONTINUE from where you left things off.”



Radu Oprănescu,
TechAngel, Project Director OPEN

“As entrepreneur and founder of your own company it is important to understand that not all the people from your team can have the same professional motivation as you have and that you must adjust your expectations.”



Octavian Pătrașcu,
TechAngel, Founder and CEO
Key Way Group

“Overnight success usually takes seven years. Persistence is key, but never fall in love with ideas.”



Mihai Rotaru,
TechAngels, Founder
UrbanAir

“One thing that separates great technical founders from mediocre ones is their ability to talk about their company's vision and mission as an employer as clearly and as passionately as they talk about their product vision and roadmap. Today's suppliers, partners, or customers might be your future hires, so keep in mind that you are selling more than a product.”



Marius Istrate,
TechAngels, Growth Adviser,
Venture Partner 3VC

“Learning from your mistakes is great, learning from other's mistakes is definitely cheaper.”



Mălin Iulian Ștefănescu
TechAngels President,
Founder EEU Software