

# To call for start-up capital, startup founders need to have these 3 qualities

The qualities that investors often look for in a startup leader.

*About the author : The article was translated from sharing by **Willson** - co-founder and managing partner at **East Ventures** - posted on **Techinasia.com**. East Ventures is currently an investor at Tech in Asia.*

Usually, during talks, my partners will ask some common questions like "How do you choose a technology startup?" or "What do you look for when deciding to invest in a startup in the technology sector?" . The short answer is: "Investing in Early Stage is to invest in people" and more specifically "there are three main factors for us to assess when there will be a talk. officially with a promising startup, that is: **people (People), potential market (Potential Market) and product (Product) - 3P** ".

One of the most important factors in this 3P strategy is **the people** - exactly those who work to run that startup. **A startup leader who wants to succeed in starting a venture capital from investors should have three qualities: Integrity (Integrity), Self-awareness (Paradox) and Paradox (Paradoxical).**



## 1. Integrity (Integrity)

Integrity is an extremely important quality in business, but no matter how much money you can never buy.

The start-up companies we currently invest in are the founders who have no experience on the market, with an average age of 24. Most of the time, they all work very hard. so it is almost impossible to rely on that to make an assessment.

The only criterion for evaluating startups at this time is based on how they interact with us, for example, how they compose emails, how to respond to emails, how they control meetings or even is how they smile .

**Integrity always comes with two secondary factors that are sincere and honest.**

We believe that most of the founders we invest have a very high degree of integrity and this will contribute to **the circle of trust** . At that time, if they propose to us new startups, it is more likely that "new people" will possess such integrity and that it is the benefit of creating a "trust circle" . .



## 2. Self-awareness (Self awareness)

High level of self-awareness is a necessary quality to build a large and sustainable company. The founder owns this element, meaning that they **understand their weaknesses and strengths** . Identifying your limitations is the first step to filling those gaps - either through self **-development** or by knowing when and hiring someone to add points Their shortcomings, in other words, are the recruitment of "allies" to support the skills they lack.

**Self-awareness is always accompanied by three minor elements that are humble, constantly learning and leading.**

## 3. Paradox (Paradoxical)

Starting a business is always full of difficulties and surprises. It requires **the founder to have a high degree of flexibility but remains consistent with his vision**. This is what we call "paradox".

The founders are usually people with a wide range of knowledge with extensive knowledge and always scrutinize details when needed. On the surface, they may be arrogant but when you start discussing something new, they will be very humble and focused on listening. They may be impatient but very determined.



This quality is essential when our startup ecosystem is very fragmented. Because startups are forced to have solid knowledge in many fields, and have the skills to implement them at their own businesses: *"think global, act local"*.

The self-awareness ability that comes with "paradox" will help startup founders become assertive leaders. And once you make a decision, you can put hope in them, because they are very serious about integrity. Whenever I meet someone who owns these 3 qualities, I often learn a lot from them than they learn from me.

Therefore, if you are an investor and looking for startups worthy to invest or you are a founder calling for start-up capital, these 3 qualities are the standard / platform to help you get something. you want.

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