



Session 2: Understanding Investors and Lenders

This session should provide participants with a deeper understanding of what lenders and investors look for in a project. The session will cover the following:

Session Plan:

1. *Lecture: Who are investors? Who are bankers? What they look for in a project?: 15 minutes*

Will include lecture and slide presentation. Slides are attached and include notes.

2. *Discussion: Entrepreneurs share experiences: 30 minutes*

Ask those entrepreneurs that have tried to access financing or have met with investors to share their experience. Ask that they highlight the role of the investor, their interests, the greatest lesson and whether or not they were successful.

After a number of entrepreneurs have shared, the trainer leads a debriefing session with the audience. The discussion should move beyond the experience of the few individuals to the application of lessons to real life setting. Trainer emphasizes that money per se is not the problem. Rather, it is the ability to convince an investor that a business idea is sound and that the risk is low. Toolkit Chapter 3 points out that investors ARE NOT pioneers if they can help it – worth pointing out.

Training Technique: Group processing through guided discussion

A guided discussion is a group dynamic process in which the trainer presents a series of well-thought-out questions designed to help the participants move beyond a surface understanding of a specific subject matter to deeper levels of analysis. The questions are designed to help the participants appreciate alternate points of view (such as those of an investor), and are sometimes restated to keep them in focus. Guided discussions may be used to link new skills or knowledge learned to something previously learned, to examine issues critically, and to evaluate personal attitudes and behavior in light of the new experience or information. In a guided discussion, the trainer seeks to encourage all group members to participate sometimes by calling directly on an individual who has not yet spoken.

Summary of Trainer roles:

- **Facilitator:** Organizes the sequence of role play events and encourages participation in the debriefing session
- **Presenter:** Trainer supplies new information to participants about what investors look for in a project.



- **Challenger:** Asks probing questions designed to encourage deeper understanding among participants of what their responsibilities ought to be in the AREED project development process.
- **Monitor:** Keeps an eye on the overall training process; makes on-going adjustments to content and process where necessary; and ensures that the needs of the participants are being met and that the objectives of the program are being realized.

SUMMARY

Delivery Method:	Lecture; Discussion
Training Technique:	Guided Discussion
Total Duration:	45 minutes
Toolkit Chapter:	Chapter 3, Section 2
Participants' Materials:	None