



12 Top Tips To Find Tech Start-Ups that Deliver a 12x Return

CRAIG MASSEY
CEO & Co-Founder

 **yourkeys**
The new way to sell new builds

Track Record

- Started 7 companies
- First company sold for a Golf GTI
- Then sold 4 more totalling £18M
- Invested in 5 companies
- 3 of them still alive
- Lost £250k cash in the crash and burns
- Mentored 29 tech start-ups
- **So... Finally, I've figured out how to create awesome tech start-ups**



Tip One:

Invest in the founders

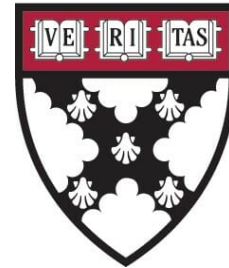
- Can they sell?
- Have they been able to sell their idea to friends and family?
- Do they procrastinate?



Tip Two:

Be suspicious of MBA founders or from consultancies

- Have they demonstrated resilience?
- Can they hustle?
- Can they really understand how painful a start-up really is?



HARVARD
BUSINESS SCHOOL

Tip Three:

Are the founders grounded?

- Would they be willing to take a decent trade sale or insist on becoming a Unicorn / Dragon?
- Have they given any thought to a potential pivot if the first idea does not work?



Tip Four:

Is there enough equity in it for the founders?

- Is the Share Split a mess with overly generous allocations
- There will be inevitable dilutions – so will they still be motivated?



Tip Five:

Do the financials make sense

- Sanity check the broad assumptions
- Do their costs look sensible



Tip Six:

Get involved

- Give some free time / keep your hands on the levers
- Do you enjoy the founders or like the business?
- If not....Life is too short



Tip Seven:

Do they share information with their investors

- Overshare info to keep em off yer back
- Founders can then count on them when times get tough



Tip Eight:

Have they conducted any customer research?

- Evidence of structured meetings
- Focus groups
- Social media posts to elicit feedback?



Tip Nine:

Can they be quick & dirty?

- Are they willing to get an MVP into the hands of the clients really quickly?
- Sacrifice perfection with speed?

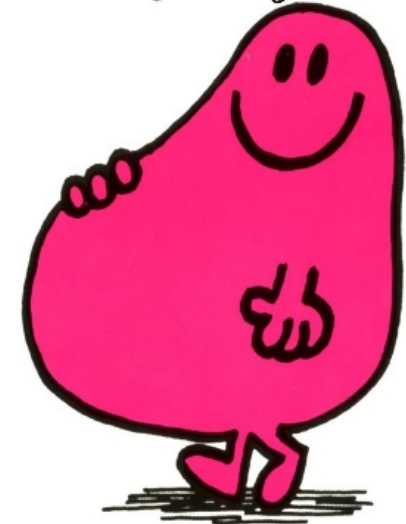
**QUICK
& DIRTY**

Tip Ten:

Have they earmarked enough of the equity in a share options pool?

- Are they greedy?
- You need enough fire power for future hires
- Minimum 10% of the equity for team and future hires

MR. GREEDY
by Roger Hargreaves



Tip Eleven:

Do they have any seasoned advisors?

- Do they believe they can go it alone
- Are they smart enough to realise that advisors fast track a business?

“
Learn to
take advice.
”

”

MS MOEM

Tip Twelve:

Do they have a realistic exit plan?

- Could there be a number of potential exit routes?
- Do they have a healthy working relationship with potential acquirers?





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The new way to sell new builds



Go:Tech
AWARDS .18

WINNER
Best Tech Start-Up

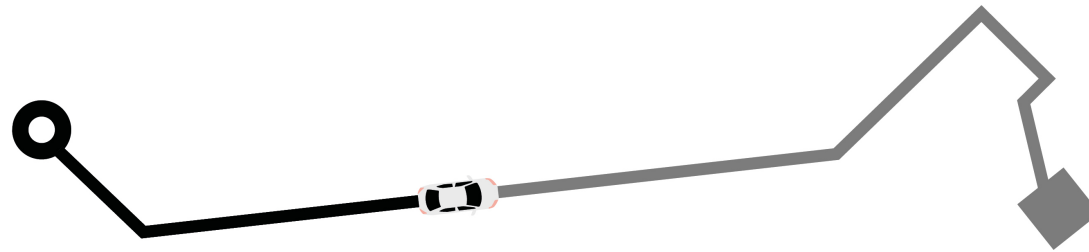
BUILD
M A G A Z I N E
Design & Build Awards

WINNER
Best New Technology

BIB
NATIONAL
BEST NEW BUSINESS
AWARDS 2019

Riccardo Iannucci-Dawson
WINNER
Young Entrepreneur of The Year

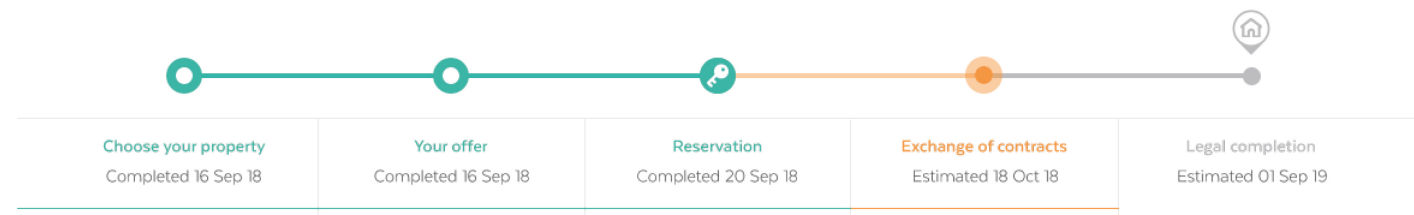
Uber



amazon.com



yourkeys



Why?

Buyer



“Buying a home is the **most stressful experience in modern life”**

- Which consumer survey 2014/15/16/17/18

Developer



“Incredibly difficult and manual process** to reconcile all buyers in the purchasing journey.”**

Conveyancers



“Most conveyancers use conventional **communication channels - email, phone , Excel”**

Estate Agents



“Limited oversight of the process and **difficult to produce reports for clients.”**

Mortgage Brokers



“Fragmented** process makes it difficult to connect with buyers”**

Why?

Getting to exchange of contracts is the greatest difficulty in the process

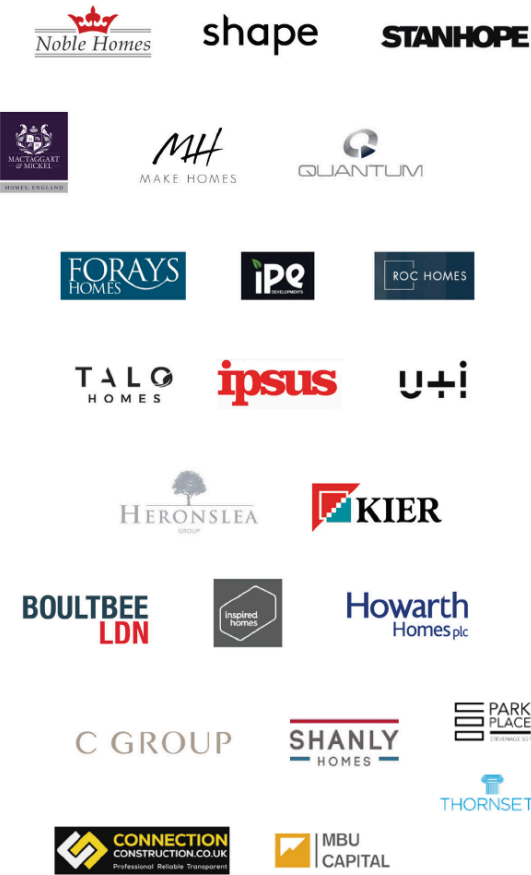
The industry target is **28 days**

But on average it takes **63 days**

As a result: **39% of all property sales fall through!**

Current clients

Developers / Housebuilders



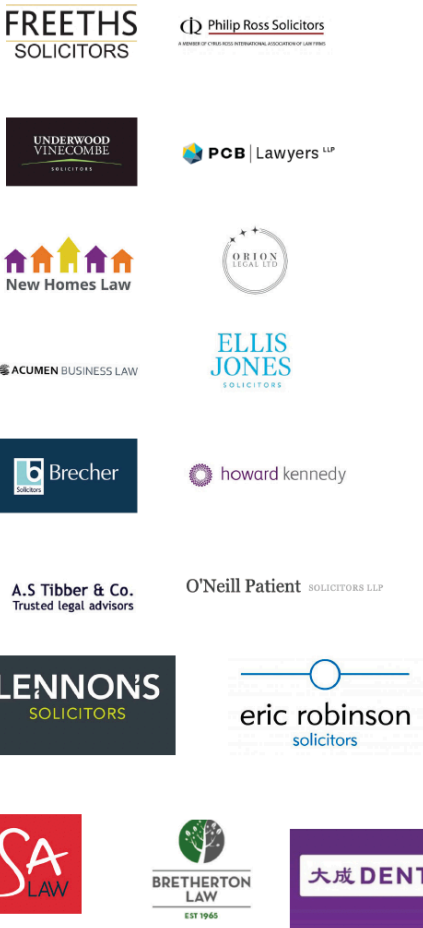
Major Developers / Housebuilders (ongoing conversations)



Agents (ongoing conversations)



Conveyancers



Mortgage Brokers





CRAIG MASSEY

CEO & CO-FOUNDER

Previously founder of 3 B2B SaaS platform companies. All 3 of which have exited.

Perks at Work £2.3M
Brainstorm £3.2M
Last Second Tickets £12.3M



RICCARDO DAWSON

CPO & CO-FOUNDER

Architect for Gensler and personally won 3 awards

Sales & Marketing Director for Shape and built and sold 2,000 new homes which was the catalyst for him creating the Yourkeys Platform



DAN MAKIN

CTO

22 years' experience of technical and commercial software
CTO for the last 15 years.
Two exits.

HulloMail £4.3M
eTale Europe £8M



JOHN FITZGERALD

COMMERCIAL DIRECTOR

Seasoned Executive in FMCG & Pharmaceuticals
Owned a Coaching & Mentoring company for tech start ups.
Responsible for Team Leadership and Sales

ADVISORS



PETER PREEDY



OLIVER SPRIGGS



NEIL MANSFIELD



CHRIS SHAW



RANJAN KAI



ANDY FRANKISH



MARK BRIGHTON



ALICIA NAVARRO





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