Three questions to...

... Mr. Christian Soschner

Founder & Managing Director
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Topic: Approaching & Convincing Investors.

Question #1: What is the most important to consider when approaching investors? How can entrepreneurs leave a lasting impression?

Christian Soschner: Let me put it this way: After 35 years of studying IPOs, M&A, scaleups, and tech transfer – after interviewing over 200 global business leaders and working with more than 100 companies as a board member, executive coach, or strategic advisor – I can tell you this:

Investors don't remember your product. They remember your story.

Not your 90-slide deck. Not the technical details. The story.

It's the one thing that makes them lean in. The one thing that makes them think, "*This founder gets it.*"

So, what makes a founder memorable?

First, a bold but believable **vision**. Something that captures both the imagination and the opportunity. If you say, "*We're curing cancer*" or "*We're building the future of zero-cost global communication*," you'd better show how you're different from the last 100 founders who said the same thing.

Second, a **mission** that makes commercial sense today. No investor wants to fund an education campaign. They want proof that someone, somewhere, already feels the pain – and is willing to pay for the cure.

Third, and most overlooked: you need to **understand the investor's problem**. Most founders don't. They talk endlessly about their own work. But the investor is asking themselves one thing: "*Can this return 10–100x of my capital... within a predictable timeline?*"

So, if you want to make a lasting impression, don't just pitch.

Tell a story that matches their strategy. Show that you've done the thinking for them. That's when it clicks.

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Question #2: How do investors evaluate the value of an idea?

Christian Soschner: Here's what most founders get wrong:

They think investors evaluate ideas.

They don't. They evaluate **signals**.

I've looked into over 1,000 organizations in my career – early-stage tech transfer cases, Series A biotech firms, pre-IPO scaleups. And here's the pattern that holds:

The idea is just a starting point.

What investors are really asking is:

- Is this the **right team**?
- Is the **market timing** finally right?
- What's the **unfair advantage**?
- And is there a **non-obvious growth engine** hidden underneath?

The value of an idea isn't static. It's a reflection of:

1. **Clarity** – Do you communicate with precision?
2. **Momentum** – What traction have you created without capital?
3. **Leverage** – Does your model scale in a way others don't see yet?

You want to see an investor's eyes light up? Show them how a simple wedge into one vertical becomes a platform for exponential growth. Show them how today's niche is tomorrow's necessity.

Most importantly, show them how your **execution system** gives the idea real teeth. Because ultimately – it's not about the idea. It's about who's behind it, and whether that team can run through walls to bring it to life.

Question #3: How do investors usually work with the companies they invest in?

Christian Soschner: There's a myth that once the check clears, the investor steps back. That's not how it works – at least not with the good ones.

In my experience, the best investors do three things:

1. **They challenge you.** Not just politely, but in ways that sharpen your strategy. They ask the questions you've been avoiding. And yes, they push back – because that's where growth happens.
2. **They open doors.** One introduction at the right moment can accelerate you 6–12 months. That's the difference between surviving and compounding.
3. **They help you think in multiples.** They don't just care about this quarter or this round. They care about your setup for the next 10x – because that's where the exit is.

But – and this is important – they won't run the company for you. It's your show. You set the tone. You drive the culture.

That's why founders need to manage investor relationships like any high-performance teammate. Communicate proactively. Don't wait for problems to bubble up. And make it easy for them to help you without micromanaging.

When the founder-investor relationship works well, it's like having a second engine on the same plane. Same direction, shared interest – but it's still up to the founder to fly the aircraft.

About Christian Soschner:

Christian is a board member, executive coach, and host of the globally followed "*Beginner's Mind*" podcast – a global Top 10% show. With over 200 episodes and almost two decades of experience in biotech business development, Christian helps founders turn complex science into compelling stories that attract investors, partners, and talents.

With 35+ years studying business models from tech transfer to IPO and over 1,000 company deep dives, he brings a rare blend of investment insight and founder empathy. He's worked with 100+ companies as a C-level executive coach, board member, and advisor, helping leadership teams scale with clarity and long-term conviction.

A long-distance runner and martial artist, his leadership philosophy is grounded in discipline, endurance, and clarity under pressure. His content is trusted by entrepreneurs and investors alike for one reason: it works.

He teaches founders to stop chasing warm intros and start building warm pipelines – with narrative discipline, structured outreach, and emotional clarity at every stage.

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Whenever you're ready, here are 4 ways I can help you:

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  Learn from curated articles, videos and insights.
- **Entrepreneurship Insights**:
  Strategic insights for building and scaling businesses.
- **Discovery Call**:
  Let's discuss your goals in a 1:1 call.
- **Business Presentations**:
  Access my recent presentations.

About CS Life Science Invest:

CS Life Science Invest (CSLSi) helps international life sciences startups, emerging and later-stage companies with their company development.

Our passion is creating massive value for founders and investors.

We understand the complexity of growing Life Science Companies and the unique challenges they experience. For that reason, we offer tailor-made support for companies of all development stages.

CSLSi operates out of Europe and has international access to talent and a vast network of industry leaders, investors, and other relevant stakeholders – called LSG2G.