

## The Investor Rebuttal Script

### 1. The "You're Too Early" Rebuttal

**Investor:** *"This looks interesting, but you're a bit too early for us. Come back when you have more revenue."*

- **The Script:** "I completely understand that you typically look for higher MRR (Monthly Recurring Revenue). However, the reason we are moving now is that our **customer acquisition cost (CAC)** is currently at

**[Amount]**. We've secured **SBA-backed financing through Esource** to handle our infrastructure, so your capital isn't going toward 'surviving'—it's going toward 'pouring gasoline' on a proven unit economic model. Does that change your perspective on our current stage?"

### 2. The "Competitive Threat" Rebuttal

**Investor:** *"What happens if [Big Tech Company] decides to do exactly what you're doing tomorrow?"*

- **The Script:** "It's a valid concern, but [Big Company] is built for the mass market, whereas we have built a **[Specific Niche/Proprietary Feature]** that they can't replicate without cannibalizing their own revenue. Furthermore, our agility allows us to iterate 10x faster. We aren't trying to beat them at the whole game; we are winning this specific **[\$Amount] billion** segment that they are currently ignoring."

### 3. The "Ownership/Equity" Rebuttal

**Investor:** *"I like the idea, but I need 25% of the company for this amount of money, not the 10% you're offering."*

- **The Script:** "I value the expertise you bring to the table, but we have been very strategic with our **capital stack**. By utilizing **OPM via Esource Lending** for our debt needs, we've kept our burn rate low and our valuation realistic. If I give away 25% now, it makes it much harder to attract top-tier talent or future VC rounds later. I want you to have a significant stake, but I also need to ensure the company is structured for long-term success. Can we meet in the middle at **[X%]** with a board advisor seat?"

### 4. The "Burn Rate" Rebuttal

**Investor:** *"Your projections show you running out of cash in 18 months. What happens then?"*

- **The Streamlined Script:** "Our 18-month runway is based on a 'growth-at-all-costs' model. However, because we have a relationship with **Esource for SBA funding**, we have the flexibility to pivot to a 'break-even' model in under 90 days if the market shifts. We aren't just betting on equity; we have a multi-layered financing strategy that protects the business regardless of the fundraising climate."
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### **Final Tip: The "Pause and Acknowledge" Technique**

When an investor asks a hard question, **do not answer immediately.**

1. **Pause** for 2 seconds (shows you are thinking, not reacting).
2. **Validate:** Say, "That's a fair question," or "I'm glad you brought that up."
3. **Bridge:** Use the word "and" instead of "but" to bridge to your rebuttal.

**Would you like me to create a "Terms Sheet" glossary so your readers know exactly what these investors are talking about when they mention "Liquidation Preferences" or "Vesting"?**