

THE UNICORN GAME

INVESTOR PERSONA RECORDING SHEET

My investor persona:

My Investment Criteria

Step into the shoes of your persona. Define your investment decision criteria:
What will you look for in a winning pitch?

1)

2)

3)

Notes from Pitches

Team name	Notes	My investment amount
1)		
2)		
3)		
4)		
5)		
6)		
7)		
8)		