What have been your greatest challenges with securing capital for your startups?	Interview with an Investor/entrepreneur	Primary	Dr. Gordon Chiu	For financing for a mall, it's difficult these days. For the past 100 years, that is how people shopped. This is a no brainer as to why it's difficult to finance a mall in 2020. Your generation doesn't wan't to go to the mall. Financing, depending on how you do it, requires you to give up a lot of **equity and time**.	There are more underlying factors involved to generating capital for a startup and at a surface level, it's about driving a narrative for why something is needed.	The question of the biggest challenge with securing capital was answered. **Equity and time**	Pain point
Has finding resources (capital or expertise) ever been a challenge for you when starting a company?	Interview with an Investor/entrepreneur	Primary	Dr. Gordon Chiu	For me, no. I am definitely unique in that standpoint though. The biggest challenge for someone starting a company generally speaking, it comes down to building trust early on.	Personal experience did not reveal any challenges, but this is a unique standpoint.	An underlying reason for why startups fail to gain capital or resources is due to a lack of **Trust,** whether it be past startups or legal issues	Challenge
What have been your experiences with getting community and market feedback earlier on to validate or support your idea?	Interview with an Investor/entrepreneur	Primary	Dr. Gordon Chiu	Quadrant 1:If the product is really valuable and unknown, there is no market research. Quadrant 2: People know about the product but if you do market research, some groups will validate it but other groups will not validate it. **When you go to market research, you can't rely on it for the good deals. The more mundane deals you can rely on it but like a grain of salt. My experience has shown that market research is for the birds (is useless).**	Market feedback is a really challenging tool to rely on as it is more likely to provide more negative than positive results in many cases. This depends on the value of your idea as well.	For valuable and unknown ideas (i.e. innovative), **security through patents** seems like a focus point to enable people to do market testing. On the other side of the spectrum, the market research is already done so it's about identifying the **minor pain points that you can focus a niche on**	Challenge
As an investor, have you ran into issues with the integrity of the company (I.e. transparency or delivering a product)	Interview with an Investor/entrepreneur	Primary	Dr. Gordon Chiu	The top pain point of this is dealing with transparency of the the team (if they run into legal issues should there be reprecusions for the company) The second pain point is that people always have a different agenda that they don't tell investors about. They tell you what the exit strategy is and all the things you need to hear, but they can take your money and run, or don't respond when there are issues (**transparency and accountibility) / How do you repair the trust** The third pain point is that company comes to you because you have a patent, bring you onto the team, and change directions a year later. They haven't paid employees and then it becomes criminal. This is due to a miscalculation on the fact that they didn't know that the price of the goods they were selling so resulted in poor margins	This revealed that there is a strong emphasis on transparency and accountibility to investors, not only from the standpoint of the startups agenda, but their background, and financials (Burn rate, profitility, etc)	Underlying challenges with dealing directly with a startup as an investor is **transparency and accountability** across the board	Challenge
What have been your pain points with dealing with platforms like Kickstarter or Gofundme?	Interview with an Investor/entrepreneur	Primary	Dr. Gordon Chiu	Kickstarter doesn't have the responsibility for ensuring companies to succesfully deliver the product.	There are not enough regulations in place by crowdfunding platforms to ensure that the campaigns are trustworthy and capable of delivering on what they promised	This goes back to building frameworks of **accountibility and trust** within the community. Users experience a pain point of risking money on something that has a minimal chance of success	Pain point
				1. These platforms are only asking for a prototype but aren't stopping these campaigns from			