

*How Does
The Mind Of
An Investor
Work?*

*How Do They
Find Ideas &
Teams To
Invest In?*

MOOR
www.moorcap.com

Its Starts With An **Interest** ...

You need to have a genuine **interest** in an area in order to apply yourself and succeed **in the long term** ...



It Might Be **Robotics** ...



Or E-Commerce ...



What About Interstellar **Space Travel** ?



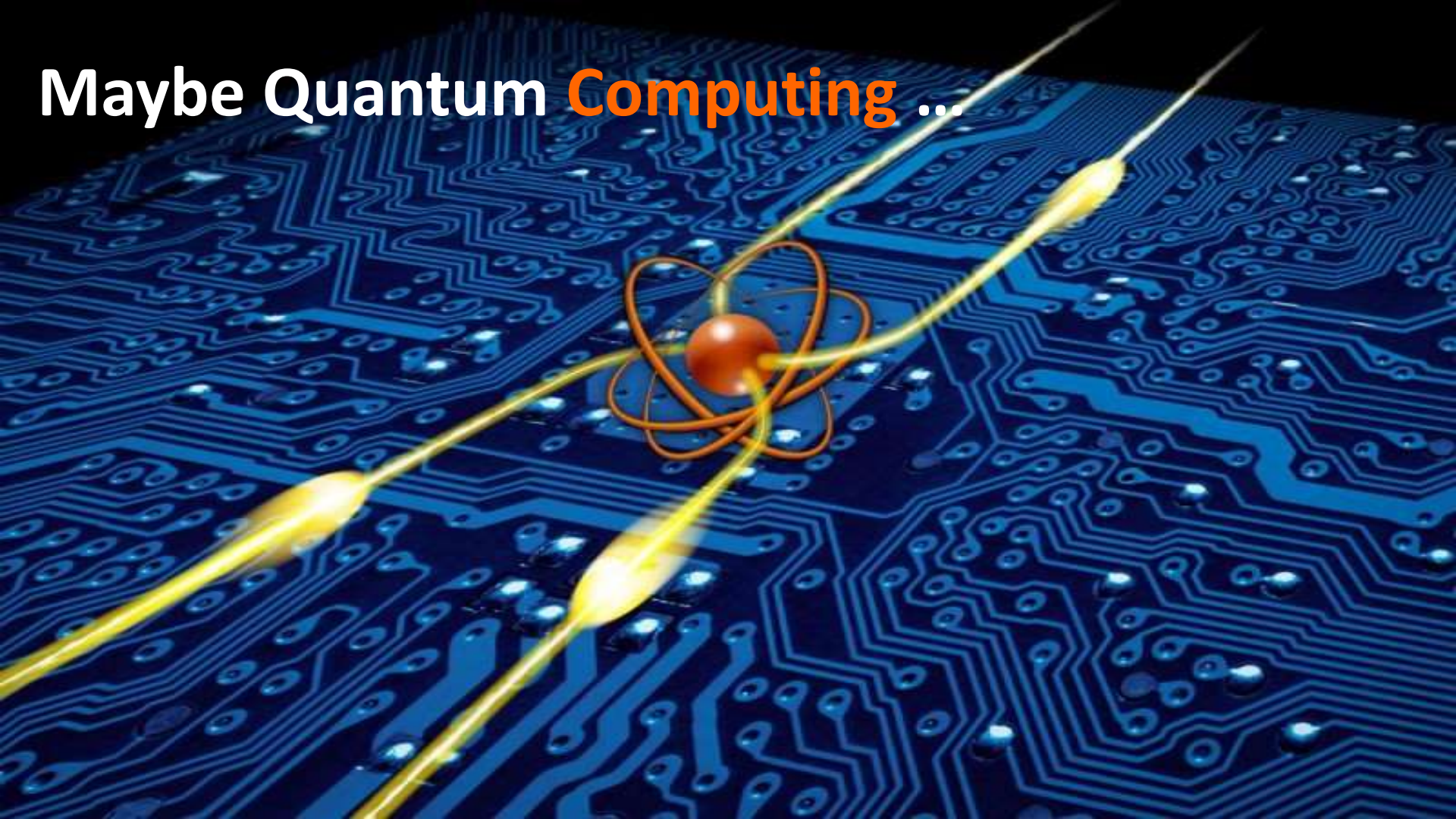
Renewable **Energy** ...



Or Sustainable **Agriculture** ...



Maybe Quantum Computing ...



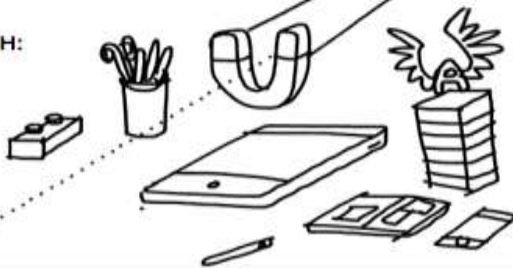
Interest Seeks Out Big Ideas ...

[START](#)[TEAM](#)[PORTFOLIO](#)[CONTACT](#)

Welcome to MOOR. We invest in exceptional entrepreneurs with the passion* to bring daring ideas into reality. Our primary focus is the digital space and we particularly like disruptive ideas that challenge the way we see the world today...

* AND GUTS

THIS IS OUR APPROACH:



And Finds Big Ideas ...

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UNIVERSAL AVENUE

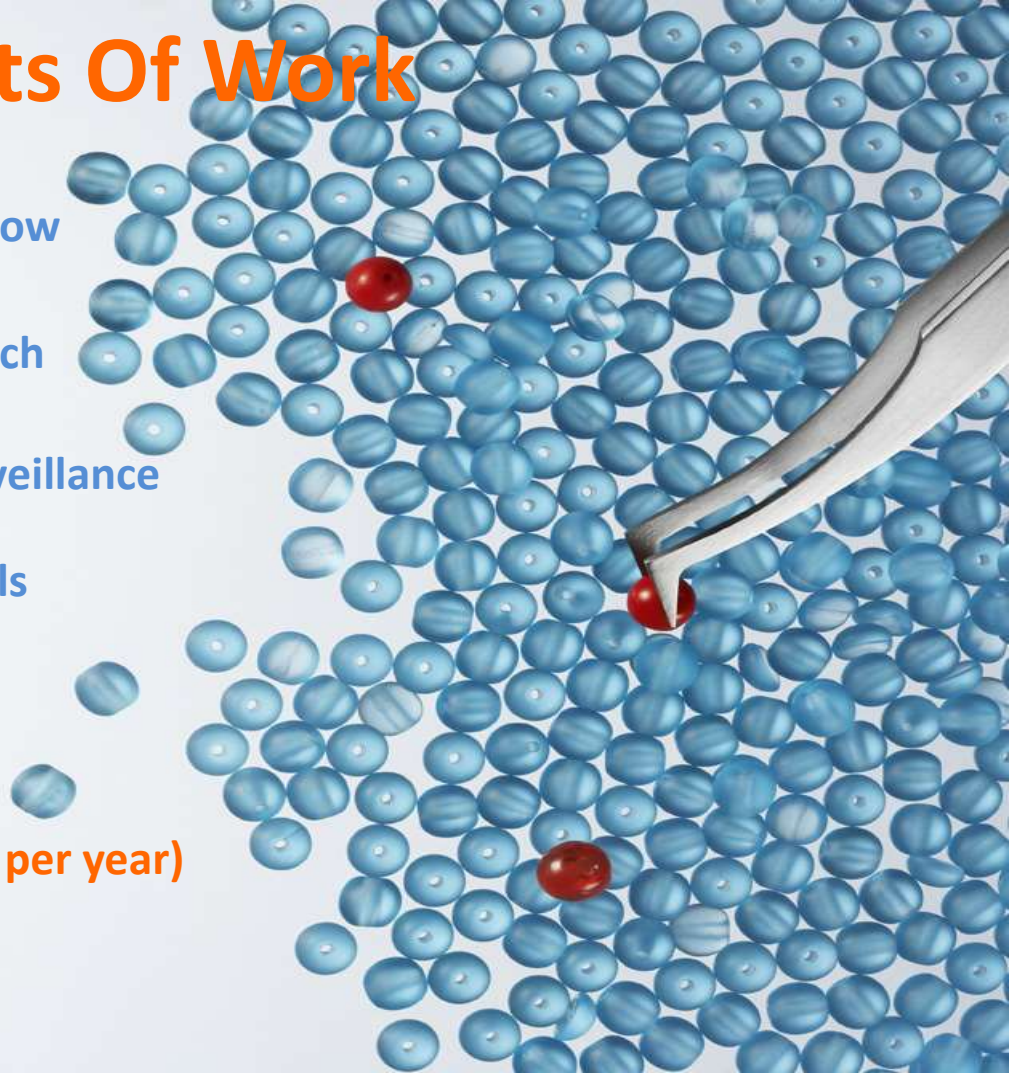


MITI**GRAM**

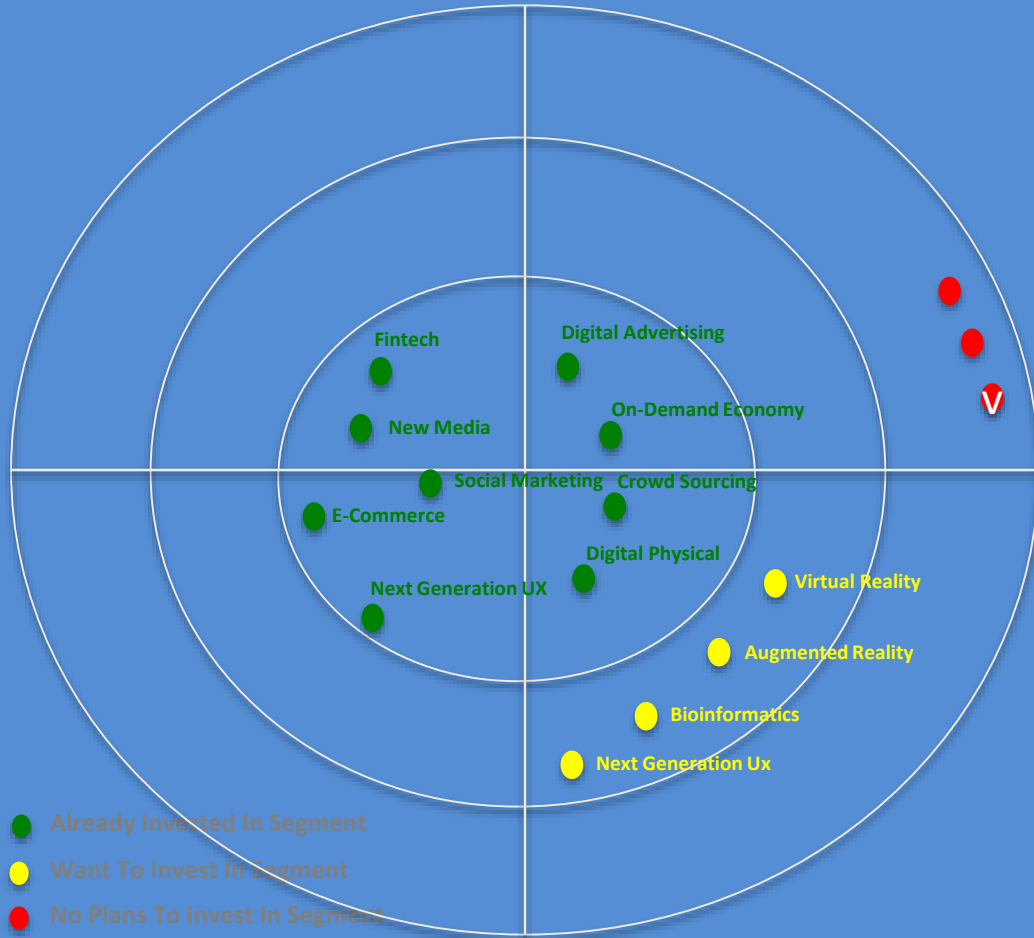


DMM

Finding Big Ideas = Lots Of Work



Structured Search ...



Inventory Major Trends ..

Inside Trends, Do Structured Search For Ideas & Teams ...

Build Portfolio With Plays In Major Trends Of Interest & Not Overweight In Any Particular Trend ...

Making Big Ideas Fly = Teams

- Passionate About Their Product ...
- Capable Of Executing ...
- Have High Energy Levels ...
- Cover The Skills Needed ...
- Personal Chemistry ...



But, Isn't It **Risky** ?

- A Brand New Idea ...
- Global Ambition ...
- An Unproven Team ...
- Vicious Competition ...
- Do Difficult Things Really Quickly ...

What Could Possibly Go **Wrong** ?



Drilling For Oil Is Risky ...



Global Banking Activities Are Risky ...



Construction Projects Are Risky ...



Aircraft Development Is Risky ...



Farming Is Risky ...



Drug Development Is Risky ...



So, Face & Manage The Risk ...

- Be Active, Pay Attention ...
- Have Realistic Expectations ...
- Diversify ...
- Be Disciplined ...
- Stay Interested ...



A high-angle photograph of a mountain climber ascending a steep, snow-covered ridge. The climber is wearing dark gear and a white helmet, and is using a climbing rope. The background shows a vast landscape of snow-capped mountains and a thick layer of white clouds below, suggesting a high-altitude environment. The sky is a pale blue with some light clouds.

So In **Summary**, An Investor Needs To ..

- Be Interested ...

- Work Hard ...

- Pay Attention ...

Thank You !