

## Selection criteria and tips: Clear, Crisp Approach to Pitching

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## TIPS:

- ✓ Mathematical approach: there are specific questions along the decision path for an investor, each slide addresses on and only one question
- ✓ Even if investor « gets » it, he/she has partners to convince of these points. Clarity counts
- ✓ Don't read the bullet points – have a conversation
- ✓ Use visuals / logos /graphics
- ✓ Ask questions (e.g. any competing deals they are looking at?)
- ✓ Take notes
- ✓ No more than two of you should present

**If the investor is still nodding North/South at end of pitch,  
then he/she should want to invest 😊**

## Your presentation should include the following elements:

- Cover Page/Introduction
- Overview
- Problem
- Market
- Team
- Technology/Solution
- Customers/Revenue Model
- Go to Market
- Competition
- Financials
- Milestones
- Summary

# Company Name

Brief Business Description / Tag Line

Presenter Name and Contact Info

**Quickly and clearly introduce the company  
business focus**

# Overview

- Who are you?
- What is your role at the company?
- Why are you here? (i.e. how much you are raising?)
- How long have you been in business?
- How much have you raised and from whom?
- What are some major milestone reached so far?
- Why should you listen?

**An investor wants to know why he/she should be listening to you.  
This is a good place to summarize the status of your company**

# The Problem

- What is the problem you are solving?
- Describe the pain points you are addressing
- Why does the problem exist?
- Why has no one solved this before?
- What barriers exist?
- Why are you addressing them?
- What advantages do you have in solving this problem?

**You want an investor to understand that your company is solving a problem that really exists and that you have the qualifications to solve it**

# Market Size

- How big is the problem you are solving?
- Can you quantify it?
- Use a 'Bottoms up' approach
- Are there any references?

**Be sure to define your target market specifically and define the specific problem that you are solving.**

**You need to show that the market is significant enough.**

# Team

- ❑ List key team members and brief history
- ❑ Highlight former startups or corporate experience
- ❑ Emphasize successes and/or relationships obtained that can be leveraged as potential customers, advisors, or future acquirers.
- ❑ Especially highlight experience in venture backed companies with successful sale

**Show why you are relevant. Link the team's skills/experience to the problem you are solving.**

# Technology/Solution

- What stage are you at?
- Pictures of your product / technology in action
- Screen shots of your software (if applicable)
- Infrastructure before/after your technology is implemented
- Visual/chart on how your technology works
- Say what your primary product does (e.g. 'XYZ will enable virtual environments to be used for project sharing across different countries.')
- Say how this is an improvement
- Is your technology defensible?

**Focus more on what your solution does vs. how it does it.**

**Talk about the benefits.**

**Don't go too deep on technical details unless the investor shows a real interest or asks.**

# Customers

- Who are your customers?
- Identify existing clients
- What is your pricing model?
- How profitable are these customers?

**Investors want to know who is buying your product and why. They also want to understand the economics of the customer**

# Go to Market

- Define the target market size
- How will you reach your customers in an economical way?
- What is your distribution strategy?
- What channels will you use?
- Are there key partnerships you have locked up?

**No investor likes to spend money going to market the old-fashioned way – What resources/partnerships can you use to get there faster/cheaper??**

# Competition

- Who are your main competitors?
- How are they currently addressing the problem you are solving?
- In which key ways is your product superior?
- Where are your competitors in the development stage? (behind you in development or major established market players?)
- What direction are they moving with their technology?
- What IP protection do you have?

**Describe the nature of competition, substitution, etc. which will determine the competitive nature of the market. Describe what you worry about and how you mitigate risk.**

# Financials

- Provide financial information for current year and previous year
- Provide 5 year forward looking projections
- Provide top line revenues, costs, and margin figures
- Summarize again how you plan to execute on this plan

**Describe the growth in business in terms of big “buckets” of things. Useful things are a plus, like: headcount, engineering headcount, customers, revenue, monthly operating expense, and other key metrics unique to your business.**

# Milestones

- What stage are you at?
- How much have you raised to date?
- Who have you raised from?
- What have you accomplished with the funding raised so far?
- How much are you looking for now?
- What milestones will you achieve with the funding you are looking for?
- How long will those funds last (24 months, to profitability, etc.)

**An investor also wants to know whether or not there will be additional rounds of financing.**

# Summary

- This is the highlight of the story you are telling...
- What you are doing
- What problem you are solving
- Why it is such a big problem
- Why your solution is the best solution
- Why your team will be the one to succeed
- Why this investor is the right one for you

**Recap the key elements of your presentation that would lead the investor to believe this is a great opportunity to invest in and to bring you back for a second meeting.  
Don't be afraid to ask for the next meeting.**

# Appendix

- Detailed Financials
- Detailed competitive landscape
- Detailed value/customer, cost/customer
- Technology/IP

**In case investors have more in depth questions, you should have extra information available in the appendix section**

# Contact us

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