

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

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