

# The 'Pitch'

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# Successful Pitch

## Why Investors Noticed

- Knowledge of industry
- Successfully sold a business
- Clear problem
- Innovative solution
- Fact based valuation
- Bootstrap capital

## The Product

- Redefined my product
- Lower Cap-Ex product
- Limited competitors
- Interesting
- Scalable

## Seal the Deal

- Confidence in the team
- Holds up to due diligence
- Realistic projections
- Large enough market opportunity
- Early traction





# The Point of Pitching

## Provide a snapshot

Product, market, traction, competition, where you are now, where you will be and what you need to get there.

## Product story

Tell the story of your product in a clear, concise, consistent and captivating way. Keep your audience in mind.

## Raise capital

Convince investors that your company is worth the investment. Be realistic and honest.

## Gain exposure

# Product/Idea



1

Solving an actual problem?

Profitable & innovative solution



2

Competition?

Touch on potential barriers & present an accurate depiction



3

Scalable?

Re-phrase if necessary  
Think critically and objectively

# What Investors Look For

- Your team
- Are you the right person?
- Is there an actual problem or need?
- Sound business decisions or emotional decisions?
- Flexibility or value-added prospect of your product
- Accurate revenue projections
- Manageable competition
- Unique and profitable angle solving the problem
- Scalability
- Not interested in your passion projects





# How to Process Feedback



Difficult to hear but important for growth



Avoid seeking feedback from family & friends



Consider the source of feedback



Avoid getting defensive



Only entertain constructive feedback



Act on credible feedback



Seek feedback from mentors, seasoned peers, industry experts and investors (even if they are in different fields)



Questions?



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