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 <u>snapshot</u>

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

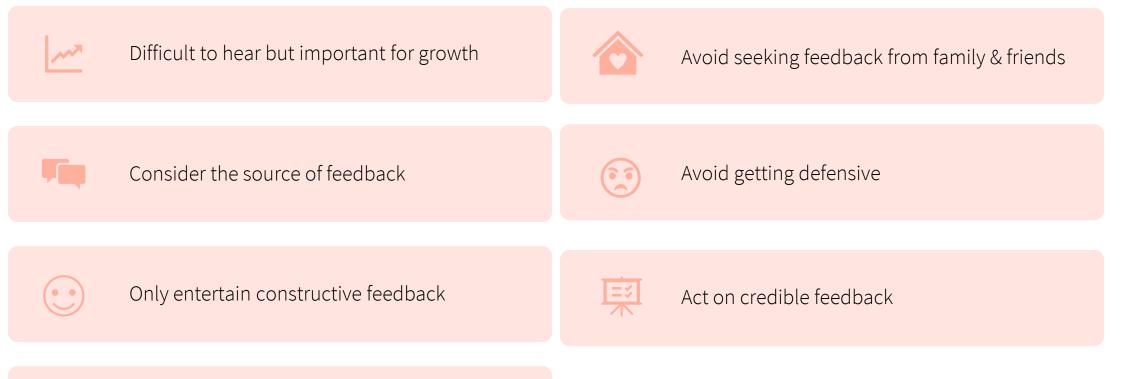
225322	1	Solving an actual problem?	Profitable & innovative solution
	2	Competition?	Touch on potential barriers & present an accurate depiction
	3	Scalable?	Re-phrase if necessary Think critically and objectively

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

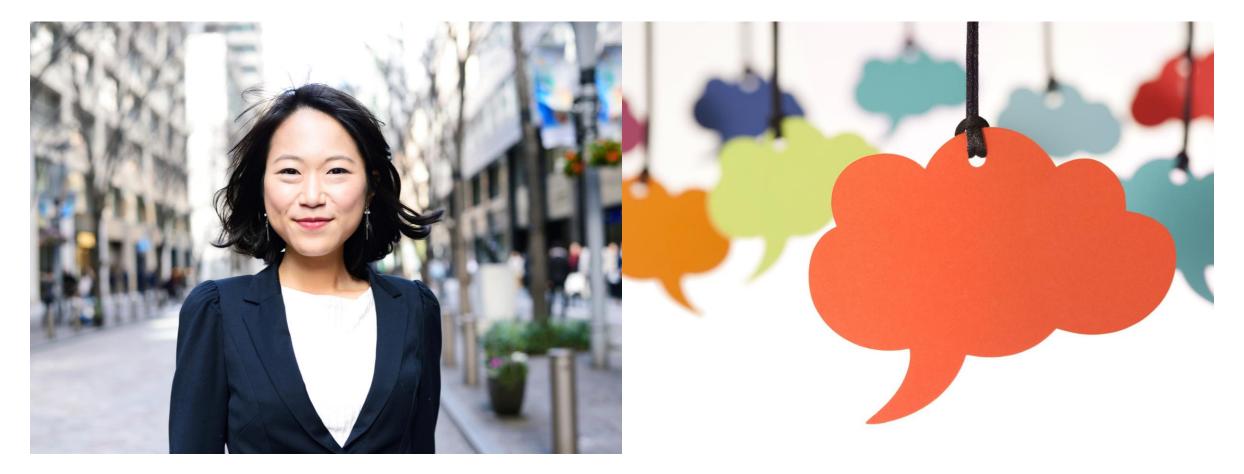


How to Process Feedback



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



Questions?

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