



## Lecture summary #17: Pitching

Pitching a business plan involves presenting the essential aspects of your business to potential investors or stakeholders in a compelling and concise manner. The goal is to convince them to invest in your business or to support your vision.

A well-crafted pitch should include the following key elements:

**Problem statement:** Clearly define the problem or need that your business is solving.

**Solution:** Describe your solution to the problem and explain why it is unique and valuable.

**Target market:** Identify your target audience and explain why your solution meets their needs.

**Business model:** Explain how your business will make money and achieve profitability.

**Competitive advantage:** Highlight your competitive advantage over existing solutions or competitors.

**Marketing strategy:** Outline your plan for reaching your target audience and building brand awareness.

**Management team:** Introduce your team and highlight their qualifications and experience.

**Financial projections:** Provide realistic financial projections that demonstrate the potential profitability of your business.

When pitching your business plan, it's important to be clear, concise, and confident. Your pitch should be easy to understand and engaging, and you should be able to answer any questions or objections that potential investors may have.

In addition, it's important to tailor your pitch to your audience. You should research the background and interests of the people you will be presenting to and adjust your pitch accordingly.



Overall, a successful pitch requires careful planning, preparation, and practice. With a well-crafted pitch, you can attract the support and investment you need to turn your business idea into a reality.

**Plan ahead:** Plan well before preparing to pitch

**Selective Pitching:** It is a bad idea to pitch before too many investors.

**Investors are partners:** Remember, investors are more than partners.

**Investors are mentors:** Investors bring in not just money, but also knowledge, mentorship, market connectivity, connectivity to the investment ecosystem for future funding needs, influence, brand equity, and many more.

**Know your investors:** Investors usually prefer to invest in ventures that fall within their area of expertise (also known as the center of competency). To ensure a successful pitch, try your best to understand the preferred industry segments of your audience.



**Conduct due diligence:** Know your audience to check a match between your business domain and the industries funded by the investors. So, do due diligence before selecting investors to pitch. At what stage do they invest? All investors have different risk-return perspectives and choices of investing at a particular stage of the life cycle of a business. Know their track record of mentoring businesses, arranging need-based funding, and marketing support.

Investors often favour investing in ventures that fall within their area of expertise. To ensure a successful pitch, it is important to understand your audience and confirm that your business domain aligns with the industries supported by the investors.

Trust is the bedrock of all relations. Every entity looks for trustworthy partners. So, don't be artificial. Investors value the team and its credentials the most for investment decisions.

Tell a story for immersive attention and to inspire your audience to your offerings. Connect the story to your product showing how it helps a customer in despair.

Investors are interested mostly in money and the prospect of its growth while minimizing risks. Your job is to show them the money. So, you talk about



- Why it is the right time for this business.
- Market size and the growth prospect
- How do you propose to enter the market, break entry barrier, acquire and retain repeat customers, what is your compelling value proposition,
- What is your plan for smart execution?
- Your revenue model and capability to contain costs.
- How much money you are asking, why this amount, where can this money take you?