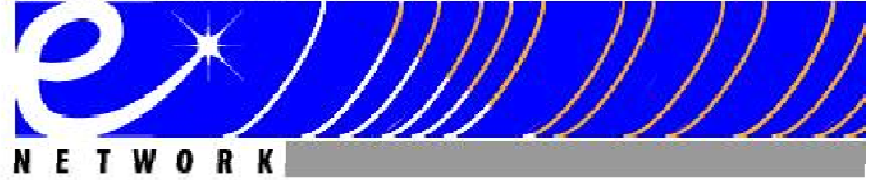




HMC Entrepreneurial



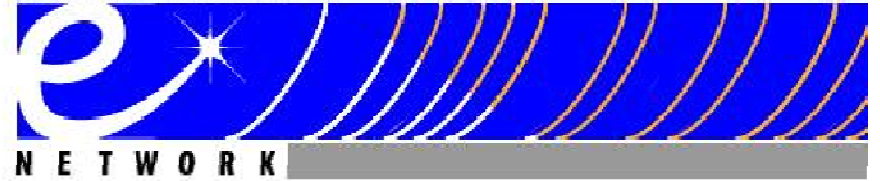
# How to Pitch !!!

... advice from a filter

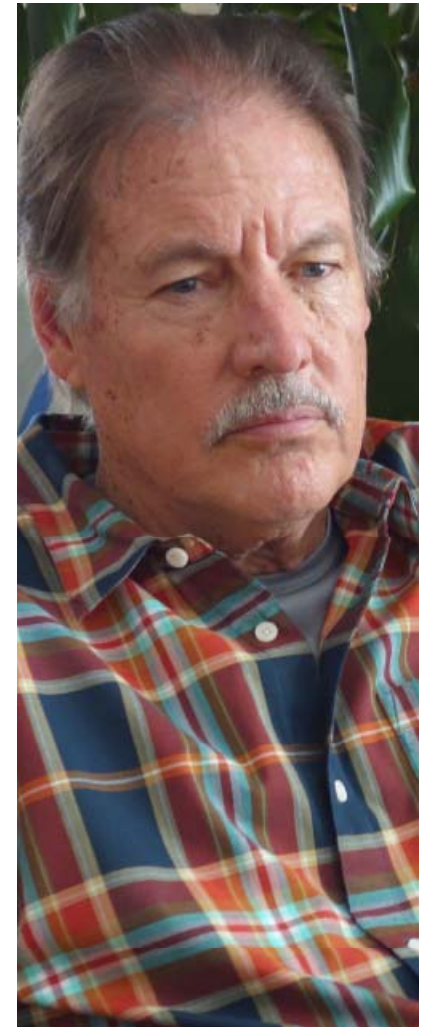


## Deal yourself a flush...

HMC Entrepreneurial

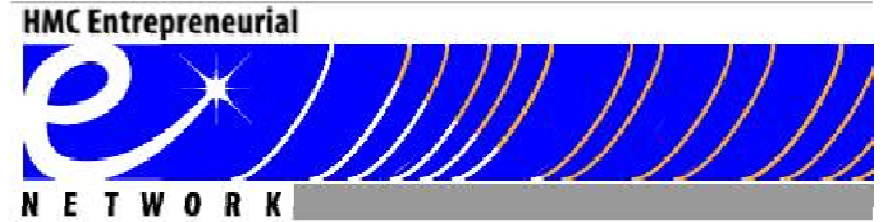


- ♠ You are selling yourself much more than you are selling your product or app or service or commodity.
- ♠ You are demonstrating balance by covering most facets of the diamond in the pitch.
- ♠ Don't bore them with endless tech descriptions.
- ♠ Simplicity sometimes works far better than complexity.
- ♠ They care about whether you can sell ... whether this can generate revenue!
- ♠ They expect to see enthusiasm. Don't disappoint them!
- ♠ Don't get defensive and don't argue with them (much), although it is alright to sometimes disagree.
- ♠ Never, ever, bullshit, lie, or exaggerate!



.. and you are in motion!!

## My preferred format ...

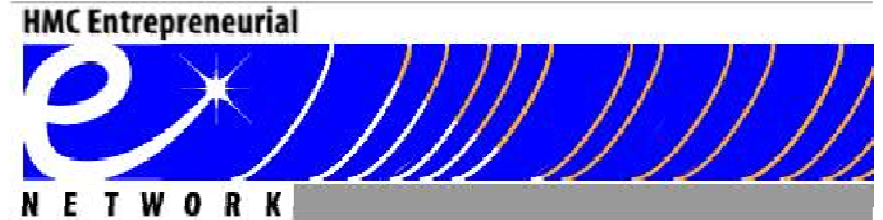


- ☐ Executive Summary
- ☐ General Description of Business
- ☐ The Team
- ☐ Description of the Market and How You Serve It
- ☐ Detailed Description of Products/Services
- ☐ Competition and Risks
- ☐ Marketing/Sales Plans and Budget
- ☐ Future Plans and Financial Needs





## The team ...



The more professional the money, the more this matters. This is why this class opened with discussions about character and motivation and resilience and determination.

They always say, "far better a C product and an A team than an A product and a C team. "

Respectful, mature, flexible, intelligent and willing to pivot.

And truthful!! They will do diligence!

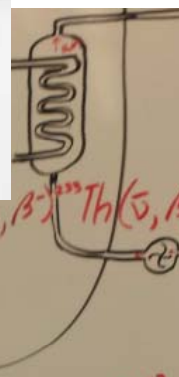
The core ..

... the market, where you fit and where your product fits, who is your competition and what are they doing, and how are you differentiated????



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$$\rho = \rho_0 e^{-\frac{1}{\lambda_m} x}$$

$$\tau = \frac{1}{\rho} + \frac{\beta_m - \rho}{\lambda_m \rho + \rho}$$

$$\xi_{11} > \xi_{20}$$

$$\eta = \frac{N^2 \sigma_f}{N^2 \sigma_a + N^2 \sigma_a}$$

## What you need ...

OK, you've told a story. You are offering something and you are asking for something.  
It is best to outline a

# Use of Proceeds

because that way you can explain why you are asking for \$2 million and you can explain what you intend to do with that money.



## Final tips ...

- The goal for the first meeting is to get to the second meeting.
- There will likely be many meetings, some with very specific goals.
- At some point they will insist upon diligence, where you have to back every claim that you have made. Diligence can be exhaustive.
- Unless you have done this before, let them offer the termsheet, which outlines the terms of their financing ..
- ... but have some realistic sense of your own post-money valuation.

