

Summary

Investor Pitch

For any entrepreneur, his/her efforts into starting up their own business have its highest point with a pitch to investors for potential funds to run and expand their business. This session was an introduction into a pitch and how to proceed with delivering an effective pitch – from the perspective of a Venture Capitalist.

What is a pitch?

A pitch is a way to present your idea to a potential investor. It is all about convincing the investor that your idea and your Startup is worth investing in. Also, there is no fixed way to deliver a pitch – it could be done via a PowerPoint presentation, a drawing or orally delivering a business plan.

How to pitch?

While making any pitch, there are three broad things that one should keep in mind and these are listed below:

1. Understand why you are pitching:
 - Understand Market Potential
 - Define your personal motivation in starting up
2. Do your homework and research:
 - Research your own idea thoroughly
 - Research on market and competitors
3. Keep it crisp:
 - Engaging, Impactful & Interesting discussion with Investors

You should be able to:

At the end of this session, you should be able to:

1. Understand what a pitch and what are the means to deliver it
2. Understand and implement in the focus points in your own pitch