

Cash coming in

Cash going out

**QUESTION ONE**

**How do you fund the gap?**

Other

Salaries/contractors

User acquisition

Admin & legal

Hosting/infrastructure

Development tools

## Cash coming in

Sources of cash

## Cash going out

### QUESTION TWO

What do you do with the excess?

Other

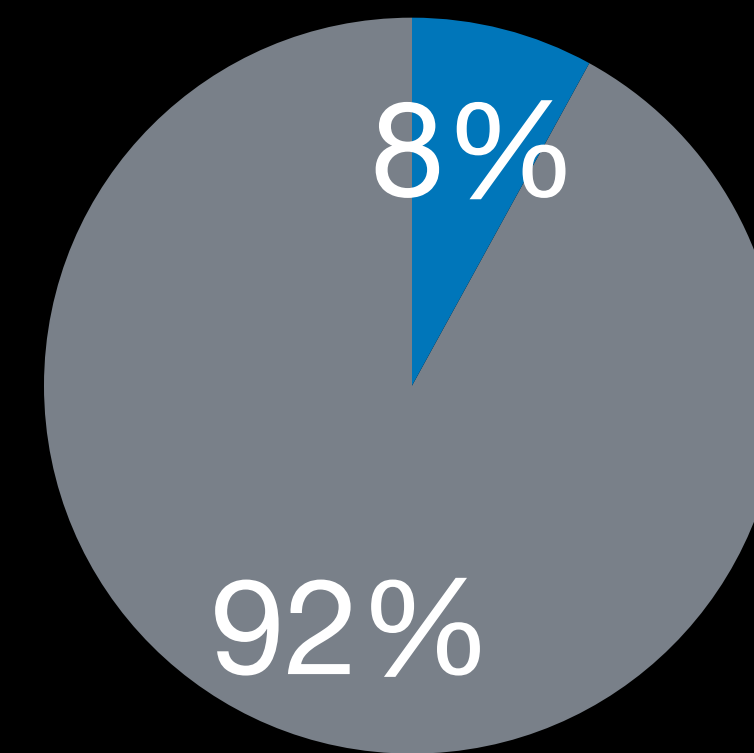
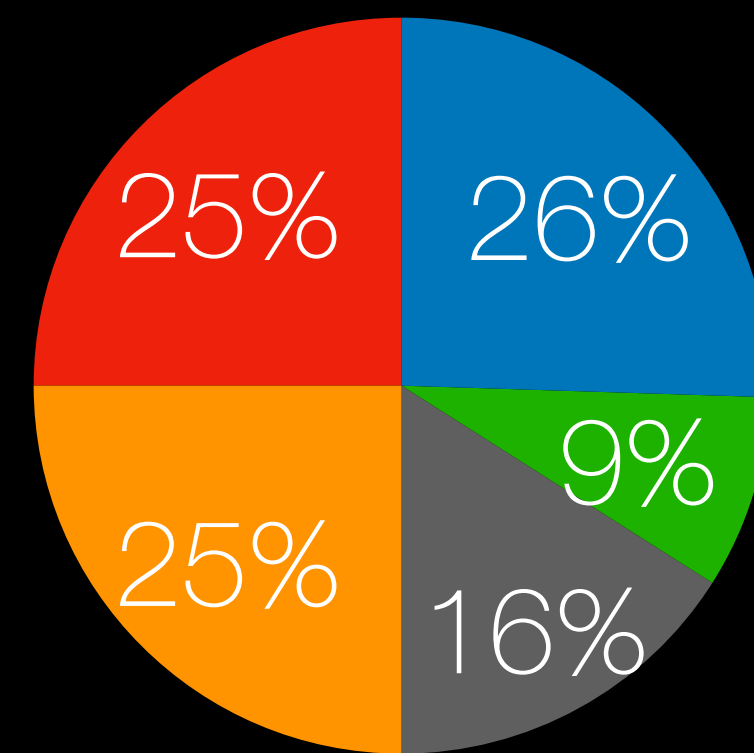
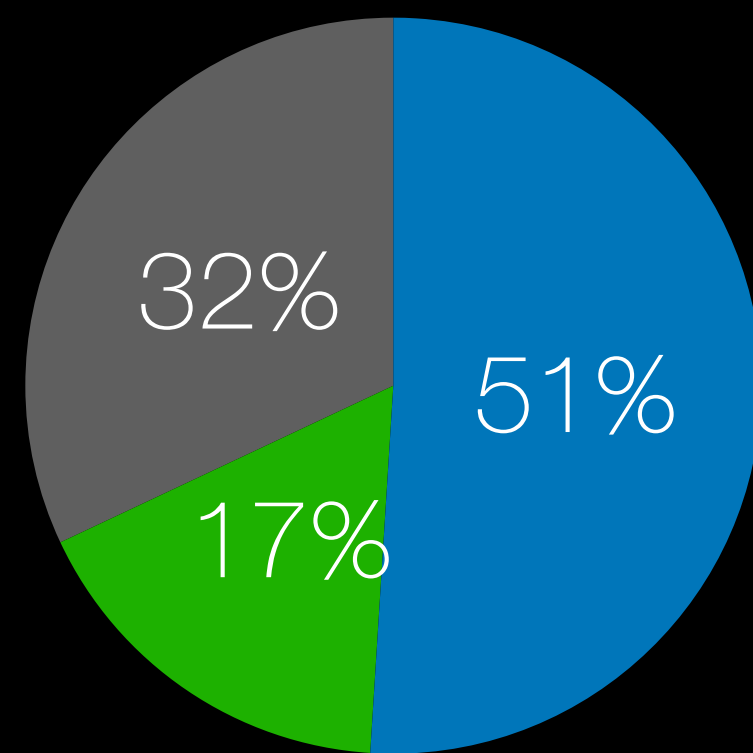
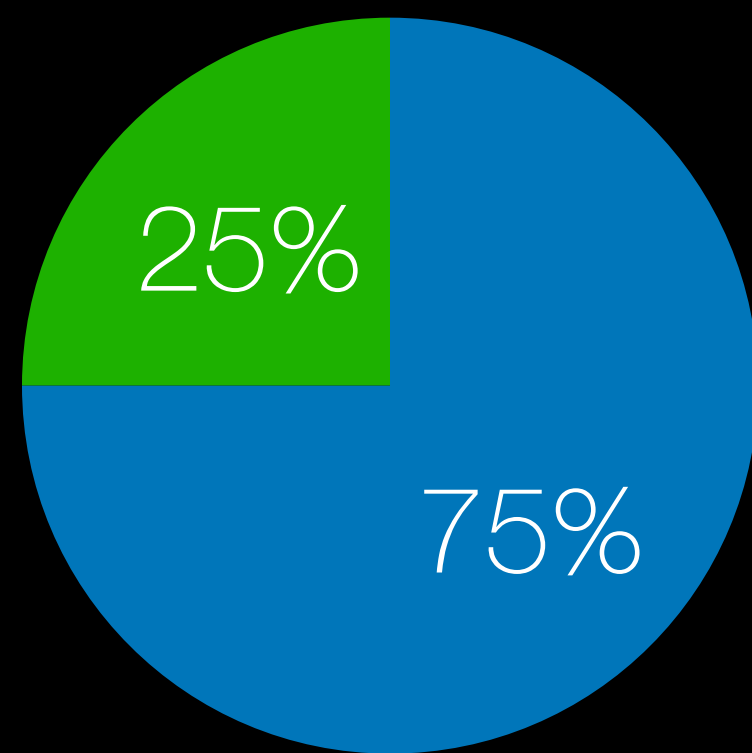
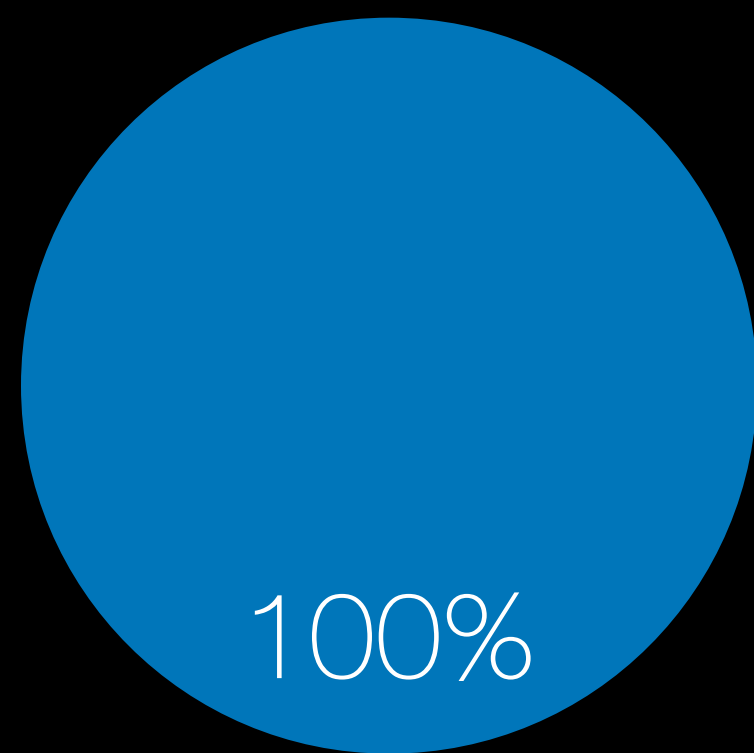
Salaries/contractors

User acquisition

Admin & legal

Hosting/infrastructure

Development tools



Public Markets

Merger & Acquisition

Dissolution

“The exit”

May be multiple “rounds”

Venture Capitalists

“Angel” Investors

Crowdsource

Prizes / funds

Friends & family

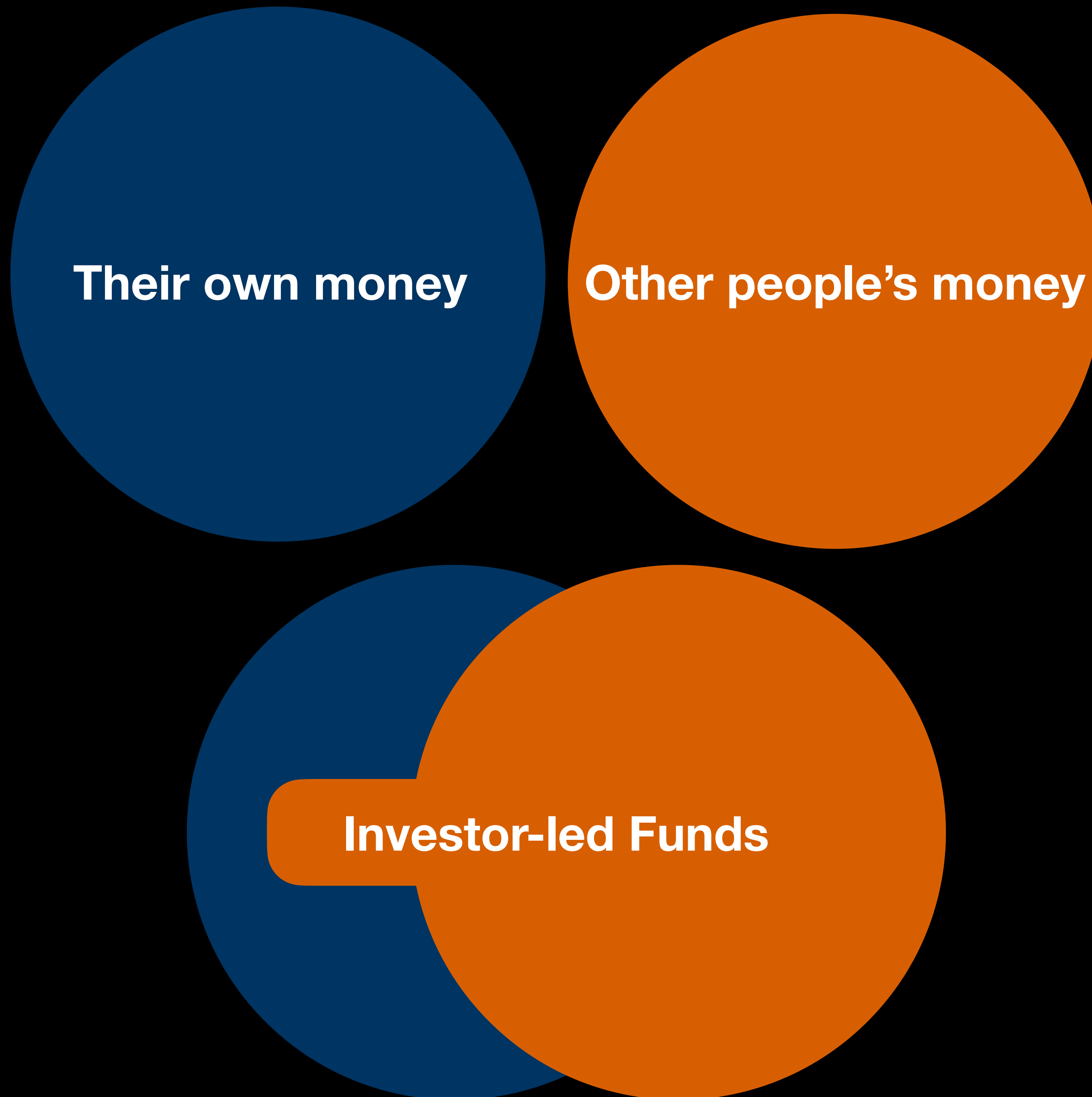
“Bootstrap”

Who are “investors”?

**Their own money**

**Other people's money**

**Investor-led Funds**



Who are “investors”?

Analytical

Shrewd

Results-oriented

Visionary

Curious

# The Investor Pitch

**The Hook**

15-30 secs

**The Problem**

30-45 secs

**The Solution**

45-60 secs

**The Product (DEMO)**

2-3 minutes

**The Market Opportunity**

45-60 secs

**The Business Model**

45-60 secs

**The Team**

30 secs

**The Ask**

30 secs

**5-8 minutes**

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**Q&A**

**5-20 minutes**

## The Hook

15-30 secs

Get attention right away

Startling stat / powerful example / engaging anecdote / etc.

Get audience to lean in



**The Hook**

15-30 secs

**The Problem**

30-45 secs

Vivid description

Who is impacted?

Their pain points

**The Hook**

15-30 secs

**The Problem**

30-45 secs

**The Solution**

45-60 secs

Introduce your MVP as the way to solve the problem

What's the value proposition?

How is it original/unique?

**The Hook**

15-30 secs

**The Problem**

30-45 secs

**The Solution**

45-60 secs

**The Product (DEMO)**

2-3 minutes

Walk-through from user's POV

Highlight key features

Draw attention to what makes it different/special compared to other choices

**The Hook**

15-30 secs

**The Problem**

30-45 secs

**The Solution**

45-60 secs

**The Product (DEMO)**

2-3 minutes

**The Market Opportunity**

45-60 secs

Why will this be valuable to users?

Position your product versus main alternatives

What is your Moat?

# The Business Model

45-60 secs

How will you make money?

What are the costs?

What will user's pay?

**The Business Model**

45-60 secs

**The Team**

30 secs

Unique skills?

Other influencers? (advisors, mentors, others)

How does the team add value to the project?

**The Business Model**

45-60 secs

**The Team**

30 secs

**The Ask**

30 secs

How much \$ do you need?

What's it for?

Anything else you need?

**The Business Model**

45-60 secs

**The Team**

30 secs

**The Ask**

30 secs

**Q&A**

Evidence of user needs?

Evidence why users will find this of value?

The reasoning for technical choices?

Examples of how this product differs from current alternatives?

Examples of IP/steps to protect?



**The Hook**

15-30 secs

**The Problem**

30-45 secs

**The Solution**

45-60 secs

**The Product (DEMO)**

2-3 minutes

**The Market Opportunity**

45-60 secs

**The Business Model**

45-60 secs

**The Team**

30 secs

**The Ask**

30 secs

**5-8 minutes**

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**Q&A**

**5-20 minutes**

The slides are not the presentation

Have Plan B

Use plain language

Focus on why

Spotlight value & originality

Practice relentlessly

The little person on your shoulder

Be positive

Be authentic

## Reference

G. Kawasaki, “The Art of Pitching,” in *The Art of the Start 2.0*, New York, NY, Portfolio/Penguin, 2015, pp. 44-66