

HOW TO BUILD THE PERFECT PITCH

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Setup: *Attention*

- ☐ Be **present** from the moment you walk in. Capture investors' attention right away with your **energy**.
- ☐ Immediately state why you are here and show that you are doing something big and different.
- ☐ Show them **why** they should **care**.

Connection

- ☐ Your energy, your story, and how you carry yourself all impact the connection you have with your audience.
- ☐ Investors are looking for long-term partners. **Why are you someone they would want and love to work with?**
- ☐ Show them what makes you, your product and your team great. Use **KPI's** (key performance indicators)

Presentation

- ☐ **Summarize** what your company does in **two sentences** or less.
- ☐ Ideal presentation length = **10 slides**; 15 slides max.

Content: 7 building blocks

1) PAIN

- Clearly describe what the problem is that your venture addresses, and why this problem is worth disrupting.
- Many startups will pitch their "great" product or service, but can't describe the distinct problem that it provides a solution to.
- A great way to convey the problem is by telling a personal anecdote of how this problem affected you.

3) MARKET SIZE

- Many pitches will fail at market-sizing by claiming their market is "very big"; this is not concrete enough.
- It's really important to sit down and logically do a market-sizing exercise.
- Your market-sizing should be honest and should address the part of the market which is actually available to you.

5) FINANCIALS/ UNIT ECONOMICS

- If you do this, does it really make sense, are your margins big enough?
- Detail your cost of goods per unit. What is your margin? What is it now, and what is it at scale?

7) TEAM

- You are not just selling your venture, you are selling yourself and your team.
- Investors know that how you present and pitch yourself and is also how you will do so to customers

2) SOLUTION

- The solution is consequently your product or service.
- Outline how your product or service remedies the problem

4) GO TO MARKET/TRACTION

- What makes your plan believable? Show proof that your venture has traction, and has been able to successfully go to market. Sell these proof points.

6) COMPETITION

- Be honest when demonstrating your differentiating advantages over the competition.
- Rather than stacking the deck in your favour, map your differentiators on a "2 x 2" (x,y) plane, and chart your competitors' differentiators against yours.
- This effectively visualises the competitive landscape and whether or not you are truly differentiated.

This topic is relevant to **ENT100** because **pitching to investors is a key skill in financing new ventures**. The practical advice found in this presentation will be useful for the assignment #4 pitch video that students will be soon completing.

Note:
different VC's focus on different elements but these are the foundational must-haves

Common Mistakes:

Not knowing your **audience**

Who are you pitching? Why are they the right investor for you?

Asking lazy **questions**

Don't ask questions that you can find answers online

Pitching without **passion**

They will not be excited if you aren't

Arriving just on **time**

Arrive 5 mins early. Build in time for set-up and intros

Discussing **exit strategy**

if you do: talk about IPOs, or your plan in the long run, like 10 years

Don't be fake, be yourself!