

How to Pitch to Investors!

Presenter

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BAEC

Bay Area Entrepreneur Center
of Skyline College

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How to Pitch to Investors

Presented at



Required To Pitch on Big Stage

1. Idea is Validated

2. Evidence of Traction

**3. Know Competitors
or alternatives**

**4. Clear Business
Model**

**5. Revenue Plan
Verified by VP Sales**

**6. Slides reviewed
prior**

**7. Attend workshop;
be able to present**



RAISING MONEY - WHAT HAPPENS?

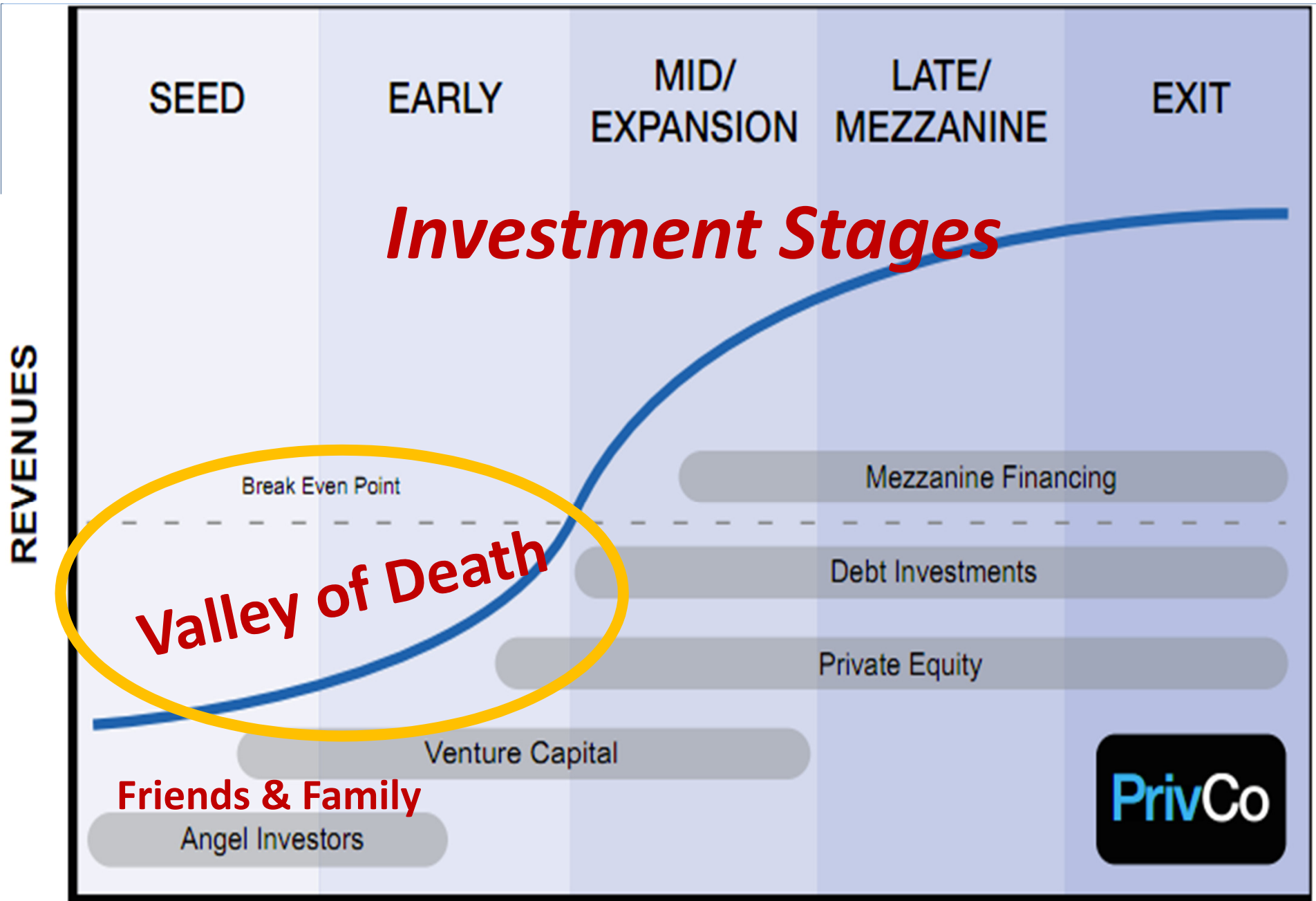
Raising \$



- It's a series of conversations
- Multiple visits
- Pitch 50-100 investors!

- VCs: some seed deals
- \$1M +, Sweet spot: \$5M+

- Angels: \$25 - \$100K
- Few invest >\$150K



1 Page Executive Overview

1. Describe Product
2. What is unfair advantage?
3. Problem / opportunity
4. Customers
5. Business Model
6. Competitors
7. Intellectual Property
8. 3 Key Milestones Achieved
9. Company Info
 - 2 – 3 Execs
 - 3 – 4 yr forecast
 - \$ Invested to date
 - \$ Sought / Exit

Executive Overview		From Launch: Silicon Valley 2013
(Describe what product or service you provide. Maximum 30 words: "Company X sets up enable customers/users to -----")		Insert photo or screen shot here
(What is your unfair advantage? Maximum 30 words: "Company X's key competitive advantage is...")		
Contact Information: (company legal name) (address) (website) (contact name) (contact phone) (contact email)	Problem or Opportunity you address (Be specific about the problem. Define the size of the specific market sector you serve, NOT some total market number taken from a Gartner report)	
Executive Team: <ul style="list-style-type: none"> (CEO name, career highlights, <25 words) (CXO other name, career highlights, <25 words) (other name, title, career highlights, <25 words) 	Customers (Be specific. Describe MARKET SEGMENTS – consumer, OEM, government, etc - Name specific top target customers, or customer types, in each segment. How will you reach these customers? Note any existing competition)	
3 yr Revenue Fcst 2013 2014 2015	Business Model – how will you generate revenue & profit (Be specific. How much, for what, how delivered? Why will customers want to pay for your product?)	
Total funding to date: \$----- Major investors: -----	Competitors (List specific top competitors in each Segment. Focus on those you really "have to beat", not a list of all)	
	Intellectual Property (number of patents filed, granted, pending, etc) brief note on their nature – ie, process, technology	
	3 Key Milestones Achieved to Date <ul style="list-style-type: none"> ----- ----- ----- 	



Introducing

PITCH 2.0

30 Seconds to Pitch?



...That's all the attention we get...



Presentations

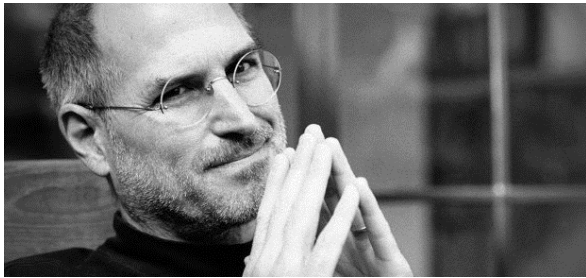


60% Investors Say ...



*"I don't get it,
what do you do?"*

Great Leaders Are Easy to Understand



Clear,
Compelling,
Short,
Statements -
Paint a Picture
and Call to Action

Elevator Pitch in 30 Seconds

Hello, I'm _____, (co-) founder of _____.

1. We make (deliver, lease, etc), **a** _____ (noun/thing)

2. for _____ (type of customer)

3. that (gives the solution, solves the problem of) _____
(describe in 1 sentence).

4. The benefit to (customer) **is** _____.

5. Our solution is different from the competition
because _____ (describe secret sauce).

2 Min Pitch Models



Weak



Adjectives

Opinions

Emotional

Jargon

Long Winding Answers

Impactful



Descriptive

Use Facts

Business Tone

Say Benefit for User

Common Words

To Boost Credibility



***Include a BIG name,
\$ order, Show logo
Big client, \$ revenue
Or success story***



Elevator Pitch in 30 Seconds

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3. that (gives the solution, solves the problem of) _____
(describe in 1 sentence).

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5. Our solution is different from the competition
because _____ (describe secret sauce).



PITCH PRESENTATION SLIDES

Required To Pitch on Big Stage in Silicon Valley

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2. Evidence of Traction

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& alternatives**

**4. Clear Business
Model**

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Verified by VP Sales**

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prior to pitch**

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Business Plan Slides (5 Min.)

Adjust Template to Fit Your Needs

80 Sec

1. Team

2. 30 Sec Description

3. Problem

4. Solution

5. Product – USP*

110 Sec

6. Validation / Traction
(the Story)

7. Market

8. Competition

9. Go-to-Market Strategy

80 Sec

10. Business Model

11. Financials

12. Capital Raise

13. Future Raise

30 Sec

14. Exit

15. Summary - Last

Extras

15. IP Strategy

16. Product Strategy

17. Cap Chart



http://news.cnet.com/2300-7353_3-6149009.html

Entrepreneur tasered for using too many slides and rambling at CES.

Part 1: Intro – Problem - Solution

#	Slide	Key Pt 1	Key Pt 2	Sec's
1	Intro: 30 sec	We make a ___ for _(type)_ customers that _____. The benefit is _____. We're different because _____		30
2	Team – Intro			10
3	Problem, (hook)			15
4	Solution, (story)			10
5	Product (option)			15
The Solution & Product are often combined to 1 slide. Use your own judgement for clear and strong message.				80

Part 2: Validation & Go-to-Market

#	Slide	Key Pt 1	Key Pt 2	Sec's
6	Validation / Traction			30
7	Market			20
8	Competition			30
9	Go-to-Market Strategy			30
				110

Part 3: \$ Biz Model & \$Raise

#	Slide	Key Pt 1	Key Pt 2	Sec's
10	Business Model			20
11	Financials			30
12	Capital Raise, Use of funds			25
13	Future Raise			5
				80

Part 4: Exit & Summary

#	Slide	Key Pt 1	Key Pt 2	Sec's
14	Exit			15
15	Summary			15
				30



Followed by

Q & A: 3 - 5 minutes

5 min

Example of Competition

Rental Insurance

Expensive



Fun2Rent



Mydayboat.com

Peer-to-peer

No Rental Insurance



SLIDES THAT KILL THE MESSAGE

Results to Date

Example of typical slide
with my words.
Note the layout...

Milestones

This is whats going on.
Then we did the other.
After that we did this.

Responses

This had lots of words.
But no logos or pictures.
Its hard to know what to read.
Nothing stands out.

Then It goes On

With way too many words.
What is the customer to see.

Results to Date

**What Audience
Sees**

Milestones

This is whats going on.

Then we did the other.

After that we did this.

Responses

This had lots of words.

But no logos or pictures.

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Then It goes On

With way too many words.

What is the customer to see.

Results to Date

**Dragging info out
of Presenters!**

Milestones

This is what's going on

Then we went to here

After that we did this.

Responses

This had lots of words

But no logos or pictures

It's hard to know what to read

Nothing stands out

Then it goes on

With way too many words

What is the customer to see

*Who are your beta
customers?
How much revenue?*

Good Info Hidden ??
No logos!



To boost credibility

*... Include a BIG name,
order, client, \$ revenue,
Or story*

IMPROVE YOUR START-UP!



Contact Steve Austin for

- ☐ Assist for presentation to investors / Slide deck
- ☐ Go-to-Market Strategy
- ☐ Product Launch In USA / North America
- ☐ Contract VP Sales & Marketing
- ☐ Introductions



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THANK YOU!