

How to Pitch Early-Stage Investors

A pitch is a chance to tell an investor why your company would make a good investment. Below are some of the key questions you should answer in your pitch or application. You are not expected to address every point in a single pitch, but investors should walk away with a clear understanding of your company's strength in each major category.

1. **Product:** briefly and clearly explain what you're doing
 - a. What it is
 - b. How far along you are with building it and getting it to market
 - c. What problem it's solving
 - d. Why you chose that problem
 - e. Why it's different than existing solutions
2. **Market:** show a revenue growth story
 - a. What is the market and who are your target customers? Is it big enough to be attractive?
 - i. Can the product be built and customers be acquired with a reasonable budget and time frame?
 - ii. What has changed about technology, customers, or market/legal conditions that makes now the right time to do this? (Is there a trend that you can capitalize on? Is there new infrastructure that lowers costs?)
 - b. Tell us about the key metrics that indicate success. How successful have you been so far? Show that you have product-market fit by demonstrating traction.
 - i. Show that there is demand by using specifics: metrics and/or examples of large customer wins.
 - ii. Will people actually pay for this?
 - c. What are the things you need to focus on to be successful in the next 6, 12, and 18 months? What does that success actually look like?
 - i. What is your go-to-market (customer acquisition plan)?
 - ii. Can you successfully retain customers?
 - iii. How are you going to make (more) money from your customers?
 - iv. What do you need to do better?
 - d. What are your unique advantages?
 - i. Why are you well-positioned to succeed in the market?
 - ii. What do you understand that your competition doesn't?
 - iii. Why is no one working on this problem, or if they are, why can't they crush you?
 - iv. Who are your largest competitors and potential acquirers?
3. **Team:** who are you and why are you the right people to do this? Are you experts? Are you scratching your own itch? Have you started companies before?

General tips:

- Successful applicants usually spend time explaining how (and how much) they're going to grow their key metrics (typically revenue or users) and how successful they've been at doing that so far. Even if you don't have users or revenue yet, explain how you're going to get them; demonstrate why you'll be successful by showing that your target audience is willing to use or pay for your product/service.
- Tell a [story](#)! Facts and figures are crucial but you want investors to be interested in you. They've probably heard similar ideas pitched before – why are you uniquely likely to win?