

# **Elevator Pitching Tips**

## **1. Know how to articulate your fundamentals**

- Team
- Problem / opportunity
- Technology / solution
- Sustainable advantage
- Business model
- Partnership / leverage.

## **2. Convince audience that you can pass three critical tests - Potential for ...**

- Rapid sustainable growth
- Significant size and scalable market opportunity
- Disproportionate profitability compared to established businesses in your market

## **3. Make sure the numbers add up:**

- Long-term financial projections (3-5 years)
- Near-term operating plan (detailed financial plan for first 1-2 years)
- Capital requirements (clearly state what you will spend investment dollars on)
- Capitalization structure over multiple rounds (how much will 1<sup>st</sup> round investors be reduced when future rounds come in?)
- Levers of profitability / Key financial metrics

## **4. How you pitch is just as important as what you pitch:**

- Tell compelling stories that sell – tell with passion and energy
- Change your voice pitch, volume and speed thru out the presentation
- Develop a “never give up” attitude
- Come across as coachable during the Q&A session (but not wimpy). Respond to feedback with comments like:
  - “That’s a great thought”
  - “Thanks for the idea – we will definitely look into the feasibility of using it”

## **5. The Pitch**

- Hook – open with story that paints picture of the burning problem you address
- Market opportunity
- Product slide – benefits and how solves pain!!
  - Tech benefits - tie to business benefits
  - Business benefits – save money, make money, insurance
- Competitive landscape
- Unique differentiators
- Business Model – how will you make your investor’s money?
- Partners – use them effectively to bootstrap with less cash
- Sales and Marketing/Distribution strategy (Go to Market plan)
- Financial summary – revenue and profit margins

- Management team
- Investment Ask
  - Why Us? Why should you invest in us!
  - Exit plan

<b>1: Title</b>  Title; speaker intro & contact info; kick-off tag line	<b>2: Company</b>  Company overview; w/ elevator pitch or mission stmt	<b>3: Players, Problem &amp; Pain</b>  Market definition; (get problem & pain buy-in); market size	<b>4: Pain Killer (i.e. Solution)</b>  Our value proposition; "so what" benefits; ROI logic
<b>5: Technologies</b>  Our "magic"; intellectual property	<b>6: Competition</b>  Who else is doing this? (Don't forget status quo & home grown)	<b>7: Biz Model</b>  Here's how we'll make money	<b>8: Go to Market</b>  Our marketing plans & leverage points
<b>9: Metrics &amp; Money</b>  Success metrics (biz drivers) & revenue/margin projections	<b>10: Team</b>  Here's who will be responsible for our success; maybe BoD too	<b>11: Timelines &amp; Status</b>  To date (on OPM); next "x" months; use of proceeds	<b>12: Why Us?</b>  Here is why you should invest in us