



WWW.PITCHIN.MY
WWW.WATCHTOWERFRIENDS.COM

**PITCH IT RIGHT,
AND
CONVINCINGLY**

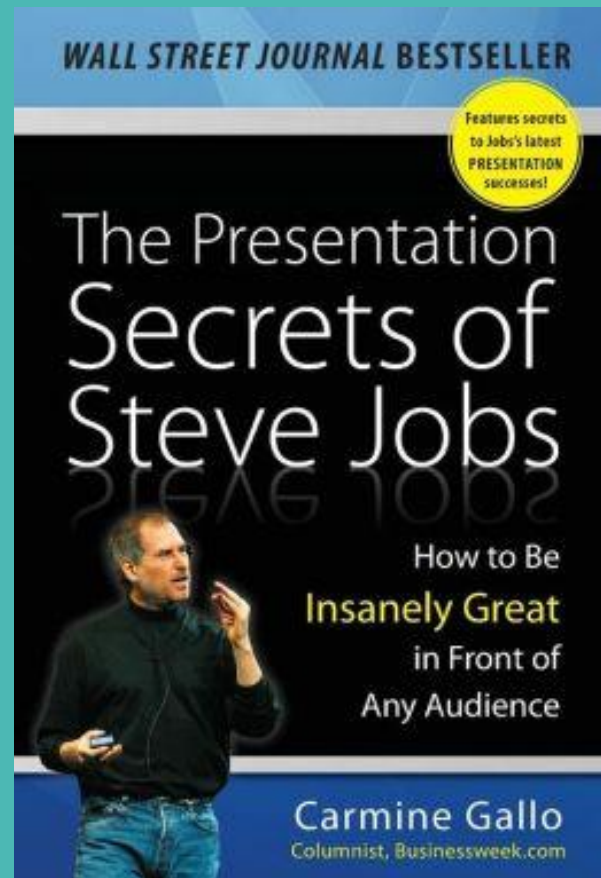


My Experience



**1000 + Presentations
and more than 100
investments**

Learn from the best





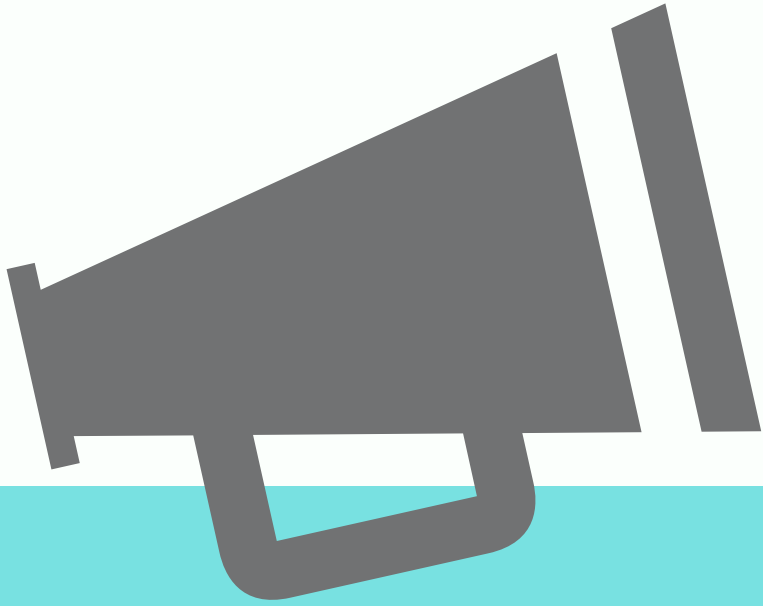
”

**Know your facts. Knowing
your facts is the most
important thing when
you're trying to convince
someone.**

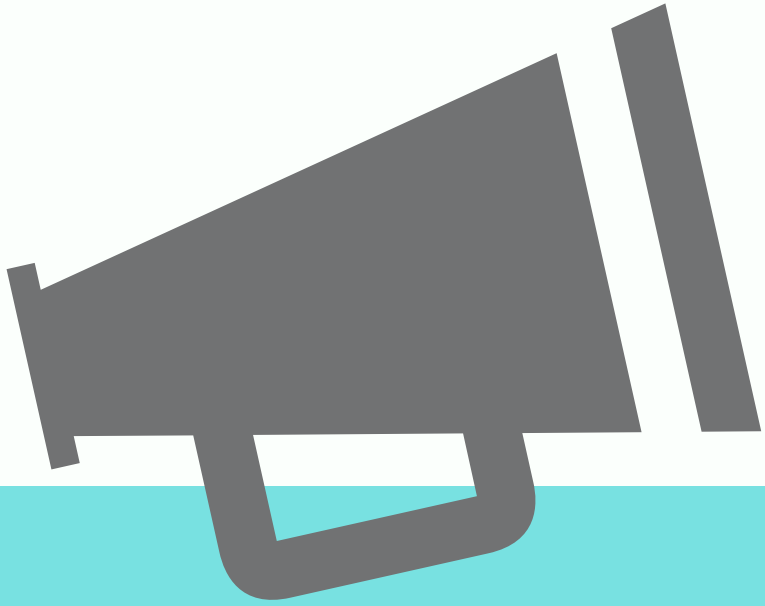
“

**Be prepared
mentally
and
emotionally**

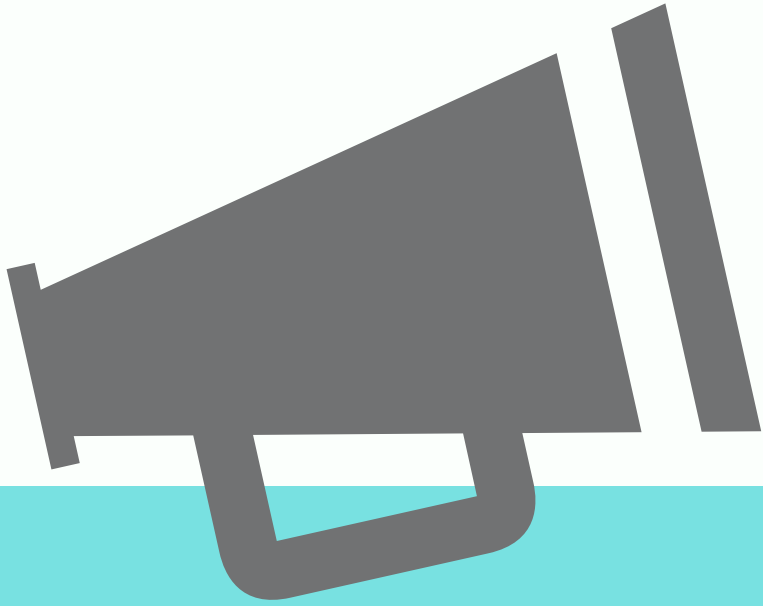




**PURPOSE:
TO ARTICULATE THE
OPPORTUNITY FOR
INVESTORS AND ADDRESS
KEY QUESTIONS**

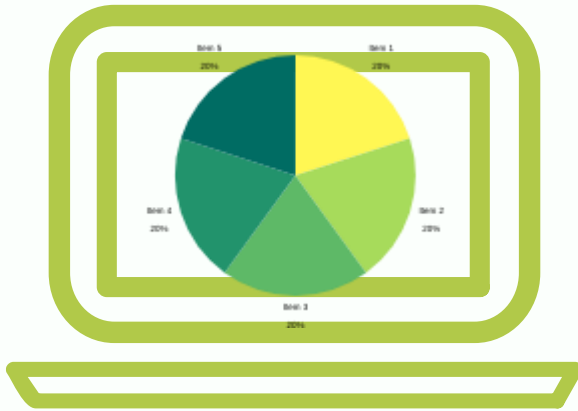


**GOALS:
TO SECURE A MEETING,
MOVE FORWARD WITH
THE PROCESS TO RAISE
YOUR FUNDING**



HOW:
**NARRATIVE, STORY
TELLING.**





13 SLIDES TO SECURE A MEETING

- Introduction
- Problem/Opportunity
- Solution/Product
- Market Size
- Competition
- Business/Revenue Model
- Go-To-Market
- Your Moat
- Traction
- Financial/Growth Projection
- Ask - Investments
- Use of funds
- Team/Company – Why Us



PITCH DECK – PREP WORK

DO'S



01

ENGAGE PEOPLE EMOTIONALLY

Everyone loves to hear stories, even the investors. So tell an exciting story about why you decided to start your company.

02

LIMIT EACH SLIDE TO EXPRESSING ONE IDEA

You want to keep your entire audience on the same page.

03

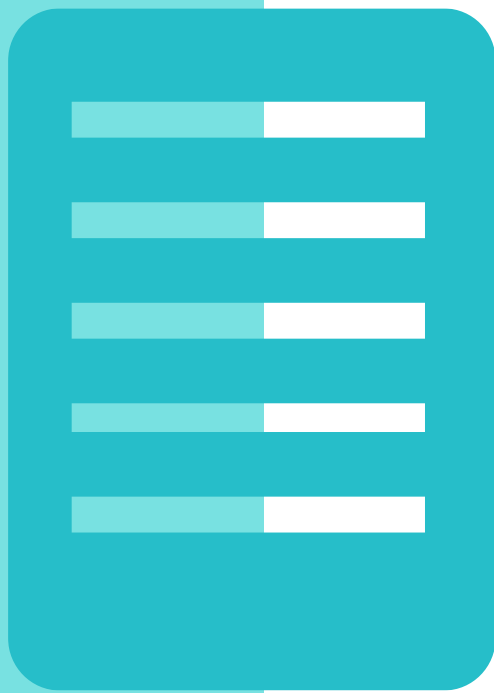
PREPARE TO MAKE A GREAT FIRST IMPRESSION

First impressions are powerful.
Believe it. The first 2-3 minutes
are the most important

04

SHOW THE PEOPLE BEHIND YOUR IDEA

Focus on a significant accomplishment
for each person in a team that
identifies that person as a winner



05

KNOW YOUR METRICS BETTER THAN ANYONE

Traction speaks louder than words



**FOR THE MOST EFFECTIVE
PITCH, FOCUS 80% ON
THE PROBLEM, 20% ON
THE SOLUTION."**



SIDE NOTE

- **Investors see a lot of business presentations**
- **Everyone keeps asking them for things (even outside of investment pitches)**
- **Your business presentation must catch their eye and ears!**

1. INTRODUCTION + MISSION

- Keep it simple
- Include your logo and a company one-liner



Making Parents' Lives Better

Describe in a paragraph what your company is all about

"My company, __ (insert name of company) __, is developing/sells/provides __ (a defined offering) __ to help __ (a defined audience) __ solve a problem __ with __ (secret sauce) __."

2. PROBLEM/OPPORTUNITY

- What are you trying to solve?
- Why is it a pain for many?
- How big is the problem?
- How is the problem currently being addressed?
- Why don't existing solutions work?

2. PROBLEM/OPPORTUNITY

- **Describe your industry, the trends, the size of the market and the growth potential of your venture**
- **Why now? Why is it now the right time?**
- **Demonstrate that you know the market better than anyone else**

3. SOLUTION/PRODUCT

- What is the product? Share a one-liner
- Show them how your product solves the problem or takes advantage of the opportunity
- Show some examples, images/pictures, prototype, even videos if you have enough time
- What are the benefits?

4. MARKET

- How big is the addressable market for your product?
- What is the growth rate and why?
- Who are your customers?
- Clearly define your market and how you will reach your customer
- Is your customer willing to pay for your product?

4. MARKET

- **Why now and why will this market will still be relevant in 3-5 years time or more and that it will get larger**

5. COMPETITION

- **Who are your competitors? Primary and secondary**
- **How large are they?**
- **What are the alternatives for your product?**
- **What are your competitor's strengths and weakness?**

5. COMPETITION

- **Why are you going to win?**
- **How are you different from your competitors?**
- **What is your specific advantage over your competitors?**
- **Why would consumers use your product or service over the competitors?**

6. BUSINESS/REVENUE MODEL

- How do you make money?
- Have you generated revenue and how much?
- What is your monthly burn rate?

7. GO-TO-MARKET (GTM)

- **How do you onboard your customers?**
- **Elaborate your go to market strategy**
- **The cost of your GTM?**
- **Why would consumers use your product or service over the competitors?**

8. YOUR MOAT

- **Why are you going to win?**
- **How are you different from your competitors?**
- **What is your specific advantage over your competitors?**
- **Why would consumers use your product or service over the competitors?**

9. TRACTION

- Show evidence of product/market fit and your company's progress
- What evidence do you have that shows your product will be successful? (if pre-revenue)
- Show momentum of sales/revenue graph
- What has driven growth? What's working?
- What is the company's strategy to reach and on board more customers?



10. FINANCIAL/GROWTH PROJECTION

- **Share your forecast of the business after the fundraising**
- **Why do you think it will drive it upwards**
- **What are the challenges and why do you think you can overcome them**
- **Use graphics**

11. THE ASK

- **How much are you looking to raise?**
- **How much equity you're offering to investors?**
- **Justify the valuation**
- **Use graphics**

12. USE OF FUNDS

- How/where will you spend it?
- What are 2-3 key milestones you'd like to achieve with the funding?
- What will you accomplish with it?
- How much runaway does this round gets you?
- Use graphics

13. TEAM/COMPANY - WHY US

- **Why does this company exist?**
- **What is the purpose?**
- **What is the mission and vision?**
- **Show that there's long term vision**
- **Your objective is to build confidence for the investor that the team can execute the business**
- **Key points that make your company more bankable than others**

13. TEAM/COMPANY

- Line up the pictures of your team members with brief info about each of them
- Share background of team members - their current roles, prior experience, accomplishments, where they studied
- Why is your company a magnet for talent?
- The end message that you want to get across is that you have the right team to execute your plans and investors should back your team and you.

APPENDIX

- **Financial model**
- **Financial assumptions**
- **Customer acquisition test results**
- **Press**
- **Customer reviews**
- **Product screenshot**
- **Potential exits**
- **Pipeline deals or partnerships**
- **Key assumptions**
- **Concerns and mitigations**

The Big Picture

What is your business?

Focus on Quality, Not Quantity

Less is More
Focus on 1 thing at a time



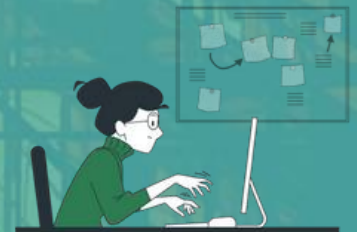
Highlight Your Strength

Know yourself, know why you're in this business
Know your advantage (or your Unique Selling Proposition)



Show What is Relevant

If you're an IOT co, try to do a demo



THANK YOU

SAM@PITCHIN.MY

WWW.PITCHIN.MY

WWW.WATCHTOWERFRIENDS.COM

