



BUSINESS MILL

Pitching to investors – what they want to hear?

The introduction – hook the audience

- Introduce your business idea (company name) and your company slogan
- Tell us the business idea , make it **SIMPLY** and **BRIEFLY**
- Tell us why we should be interested, or even excited
- We are interested about **BUSINESS OPPORTUNITIES** not technology
- Preview of arguments **if** there is time



Just who do you think you are anyway – what is your mission statement?

Introduce the team

- **WHO** will **LEAD**?
- **WHO** will **SELL**?
- **WHO** has a **TRACK RECORD**?
- **WHO** are your **MENTORS** and **BACKERS**?



This team has what it takes to win!



BUSINESS MILL

Identify the problem!

- Frame the problem for the audience
- Quantify the scope of the problem and connect it to your audience.



Use always some data, it increases confidence

Concretise the solution

- Show **how you solve the problem** you identified (is it a product or service? What does it do?)
- What will be different when the problem is solved (by your team)?
- Why it is better than the competition?
- **WHAT VALUE** does it create –and **HOW MUCH?**



We have a better answer!



BUSINESS MILL

Tell the market opportunity

- Who is the **CUSTOMER** (identify the target market)?
- How **BIG** is the **MARKET**?
- How **BIG** is your **SLICE** (how many are ready to pay for the solution you have)?
- How **TOUGH** is the **COMPETITION** in your niche?
- What is your **MARKET SHARE** target?



BUSINESS MILL

What's the business model?

- **WHO** will **PAY** for it?
- **HOW MUCH** will they pay?
- **HOW** will you **DISTRIBUTE** it?
- **WHAT** is the **EARNINGS LOGIC**?
- We have paying **CUSTOMERS**!
- **REALISTIC** sales & earnings projections!
- How do you enter the **MARKET**?
- How do you **SCALE** your business?



We will make Tons Of Money!

Getting action

- **SUMMARY** of key messages **IF** there's time
- Make us a **PROMISE** you can keep
- Make a **CONCRETE** proposal for next steps
- **SHOW** us that you are **DRIVEN**

Ask something they can't answer no.



ACTION

Practical tips

PITCH - RULES

FONT SIZE 30+ (PPT/Google Slides)

FONT SIZE 50+ (Canva)

USE PICTURES



Practical tips

1. understand content & the audience
2. tell a story
3. personality / make it you
4. practice
5. don't worry about mistakes
6. enjoy the show

