WINNING INVESTORS WITH YOUR PITCH AND PRESENTATION

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Fractional CFO/COO for start-up growth
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Key Materials For Your Financing

- Investor Presentation
- Executive Summary, 1 to 2 pager
- “Business Plan”
- Proper Financials (historical & pro forma forecasts)
- Due Diligence Data Room
Great Reads on “The Pitch Deck”

Guy Kawasaki

The ONLY 10 SLIDES YOU NEED IN A PITCH

10-20-30 Rule

Chance Barnett

crowdfunder

The Ultimate Pitch Deck
What Slides to Create?

“10-20-30” List of Slides
1. Problem
2. Your solution
3. Business model
4. Underlying magic/technology
5. Marketing and sales
6. Competition
7. Team
8. Projections and milestones
9. Status and timeline
10. Summary and call to action

The Ultimate Pitch Deck
1. Vision / Elevator Pitch
2. Traction / Validation
3. Market Opportunity
4. The Problem
5. Product / Service
6. Revenue Model
7. Marketing & Growth Strategy
8. Team
9. Financials
10. Competition
11. Investment ‘Ask’
Types of Pitch Decks

- In-Person Pitch
- Phone Pitch
- Reader’s Deck
- Business Plan

→ Tip: Best to customize your pitch deck for your exact investor audience if possible
“You Are The Message”

**Do**
- Practice, record yourself & watch it
- Look in people’s eyes, scan the room
- Be confident
- Be yourself
- Own the room

**Don’t**
- Talk too fast
- Lie or be vague
- Rock back and forth
- Read the slide text
- Get pulled off track
- Crack knuckles, pull jewelry, rub arms, bite your lip, etc.
Tell Stories

- Founding Story
- Customer Stories
- Vision as a Story
- Market Story
- Competitor Story(ies)
Use “Big Picture” Graphics

1World Platform Tools

On the Back End: Portal for Clients, Analytics, Reports, Import/Export data
What Do Investors Like To Hear About the Most?
The Best Presenting Companies... 

- Start by asking the investor about their fund 
- Have clean and well-designed pitch decks 
- Manage well their time & message in the room 
- Know their milestones 
- Understand risks, talk of risk mitigation 
- Truly appreciate their competition but “bucket” them away effectively
The Best Presenting Companies...

- Have met with a list of potential acquirers
- The Team is a sector + timing “dream team” and have a Board of Directors
- Have “moats” protecting their revenue streams and have a believable sales plan
- Don’t use slides full of bullets only ;-)
Q&A After the Pitch

Common Questions You May Hear:
- How big will your company get?
- What percentage of the market will you obtain over x amount of time?
- Why is this team the most capable of success?
- What are your major milestones?
- Do you plan to add new features to your product?
- How do you compete in terms of quality, price, and performance?
- What is your marketing, social media, and PR strategy?
- What’s the typical sales cycle for a customer?
- What are your legal, market, and regulatory risks?
- Exit? IPO or M&A? Which firms, when, why?
- What are your three-year projections?
- What are the key factors essential to your projections?
- What is your IP portfolio? What else protects from copy-cats?
- What keeps you up at night related to the business?

Key Tip: Create a document “Crisp Answers to Tough Questions” in preparation of your capital raise
Key Tip: Have slides in the back of your “Presenter’s” Deck anticipating these question
“Luck is what happens when preparedness meets opportunity”

Seneca

4 BCE to 65 CE
Good Preparedness!

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