

Polish and Perfect Your Pitch

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Perspective

- *“Advocate for Entrepreneurs”*
- *Angel Investor (Common Angels, eCoast Angels)*
- *Kinds of deals*

Business Plans



The “Pitch”

- *Don't think of it as a “pitch” -*
- *Instead:*
 - *Inform*
 - *Educate*
 - *Planning tool for you*
- *FRAME the subject*
 - *Don't dive into “what we do”*
 - *Context and background are prerequisites*

How to Frame?

- *Describe the world today - and it's pain*
- *Who has the problem*
- *How do they deal with it now?*
- *How will your presence change things?*
- *FRAME the subject*
 - *Don't dive into "what we do"*
 - *Context and background are prerequisites*

Presentation Style

- *Assume Ignorance*
- *Be Concise*
- *Avoid Platitudes (like this one :-)*
- *No Vague Assertions*
- *Be Factual (w/o Hype)*
- *Have a Conversation....*
 - *Talk WITH them*
 - *not AT them*

Good Luck

