GUIDELINES FOR MAKING THAT SUCCESSFUL PITCH TO POTENTIAL INVESTORS

We have seen hundreds of “decks” and heard as many “pitches” and have studied others’ guidelines on how to do them. We have unashamedly borrowed from others and added our own thoughts based on our experience to make this “secret sauce” recipe for success.

GENERAL PITCH DECK GUIDELINES

KEEP THE GOAL IN MIND
A succinct overview of what you are and where you are going with the goal of having investors wanting to know more. It is not a funding closing.

WATCH YOUR COLORS
Light blue text on dark blue background is hard to read; clear trumps cute.

LESS IS MORE
Use bullet points and concise ideas (not sentences) and limit to 5 to 6 per page.

AVOID ACRONYMS
Everyone is not as knowledgeable as you are.

SLIDES SHOULD BE BOLD AND CLEAR AND WORK IN A LARGER ROOM

ANY CONTENT (FACTS) SHOULD BE SOURCED

LIMIT TO ONE PRESENTER
Person who is best understood works.

MAINTAIN GOOD ENERGY and passion without coming across as “being on something”

RELAX
You are probably more knowledgeable than others in the room.

STAY ON POINT
You want them to see the whole “show”

AVOID GRANDIOSE STATEMENTS
Especially knocking off Facebook or the multibillion dollar market you are in.

KEEP IT SIMPLE
Try the pitch on an intelligent friend first.

PRACTICE
They do not expect a finished Broadway show but will kill a dress rehearsal. Pitch to advisors and ask them to cut it apart.

SPEND SOME TIME EXPLAINING how you will overcome the toughest challenges.

AVOID EXIT STRATEGY DISCUSSIONS
Smart investors can draw their own conclusions.

ENCOURAGE QUESTIONS
in the end—should probably be 60% you talking and 40% listening.
SUGGESTED SLIDES

1. Company name, location and website
2. Overview what you plan to present —presentation contents page
3. What is your product/service and why do we need it —what pain does it relieve; what usefulness does it add
4. What is your business model and what are your summarized projected financial results? —freemium, subscription, SaaS, licensing, advertising. Be realistic as to eventual number of users and price per use, for example
5. Market —realistic assessment of the size or segment you are going after
6. Customers —how will you “go to market” —make sure it ties into #4; address one shot or stickiness
7. Competitive advantage —what differentiates you. Grid showing factors and competitors is helpful —this is a make or break slide for many
8. Barriers to entry —IP, processes, unique features, etc.
9. Current state as to product (beta?), people (current mgt., employees, advisors), funding (friends and family, angels, etc.) and revenue/customers (even if free or beta test)
10. Near term (build team, develop mobile app, test market) and longer term milestones (number of users, other key points to measure success)
11. Current and proposed management and key advisors including relevant past experience
12. Financial overview for next three years with some key assumptions —and be prepared to defend them
13. What you are looking for in terms of investment and how you will use the money
14. Summary of what was presented
15. Next steps with full contact information for one or two key management members

FOR MORE INFORMATION ON THE PERFECT PITCH, PLEASE CONTACT:
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