

6

Tips to Perfect Your Investor Pitch

Eager to make your first impression count?

A great pitch is the culmination of the narrative you're telling, the supporting visuals you include, and the way that you present. Each component should complement the other.

- ✦ Your tech may be cutting edge, but what is it that you actually do? Make sure this is communicated clearly so it can be easily understood. People do not remember what they do not understand.
- ✦ Visuals (slides) should support your verbal message in a clear and simple way. Keep it to one idea at a time. You are not writing an essay; too much text is distracting. Complex or inexplicit diagrams can waste time.
- ✦ Practice to nail your flow. Get familiar with the story you're telling and know your figures. It's more natural to speak in short sentences.
- ✦ Focal points can vary among investors, but two highly sought-after assets are a strong founding team (with the right competencies and grit), and a big market potential. Convey this.
- ✦ During Q&A, it's best to go with the answer that gets straight to the point. You don't need to dive into a long-winded answer. Also, it may help to have all key figures written down and ready as a quick reference point.
- ✦ When it comes to structuring your pitch, there is some difference in opinion about the right order. Decide what works best for the compelling narrative you're telling. A solid approach can be:
 - **Introduction** • **Problem** • **Solution** • **Traction** • **How it works**
 - **Revenue model** • **Market** • **Team** • **Ask**