



You will have five minutes to make your case. Hone your pitch to the most important points and practice, practice, practice.

Cover the Basics

1. The Problem. Open with the problem you are solving or need you are fulfilling. Tip: Tell a real story about a customer or your personal experience.
2. Your Solution. Briefly describe your product/service, how it solves the problem or meets the need, and what benefits it provides
3. Who else is doing something similar (Competition). Tell how others approach the problem and why your solution is better. Competitors help investors understand the problem, existing solutions and potential size of the market.
4. Why are you better or different in a meaningful way (Competitive Advantage). What do you have that is hard for others to duplicate? A special service, better distribution approach, partners that add credibility, access to proprietary technology? What makes you different?
5. Who will use your product/service (Market). Address the industry and describe your target market. Tip: Add customer testimonials if available.
6. How will you produce your product or deliver your service (Operations)?
7. Team. Highlight key advisors or financial backers and their experience and achievements.
8. What you need to execute your idea, and how will you use those funds?
9. Close. Reiterate that you are solving a problem in a specific market with a model that works and a team that can execute.

Tips To Make It Stick

1. Keep it Simple. Don't get lost in a maze of details. What is important for your customer? Avoid industry or technical jargon. Speak in plain terms.
2. Consider the Unexpected. You can generate interest and curiosity by posing an unusual question or presenting a stunning statistic.
3. Demonstrate credibility. Investors bet on people. Tell your/your team's background, credentials and experience to show you have the ability, confidence and know-how to succeed.
4. Show Emotion. Let your interest, enthusiasm and passion show through. Be genuine and authentic. After all, this business reflects your values.
5. Tell a story. Research and data are important, but a good story explains how you got into this business, or why your product or service is important to you, or how you know what you do will benefit others.