How To Pitch To Investors With 13 Slides

Opening
1. 
2. 
3. 

Middle
1. 
2. 
3. 

Close
1. 
2. 
3.
How To Pitch To Investors With 13 Slides

[Family Friends Angels Venture]
Angels swoop in, invest $4.5M in cloud computing firm

Glue Networks resisted repeated calls to follow the money to Bay Area
Sacramento Business Journal - by Mark Anderson, Staff writer
Date: Friday, March 4, 2011, 3:05am PST - Last Mod:Red: Friday, March 4, 2011, 10:57am PST
Who says 13?
Who says 13?

David Rose
Serial Entrepreneur & Venture Capitalist

TED Ideas worth spreading

ANGELSOFT
1 – Company Logo & Opening

Nathan Gold
CEO
2 – Business Overview

- Quick
- Slogan or tagline
- What business are you in?
- What problem do you solve?
- Why does the problem exist?
- What advantages do you have?
- Why should I or anyone care?
## 3 – Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heather Adler</td>
<td>CEO</td>
</tr>
<tr>
<td>Jack Franklin</td>
<td>CMO</td>
</tr>
<tr>
<td>Jeff Hunter</td>
<td>Evangelist</td>
</tr>
<tr>
<td>Peter Gilson</td>
<td>CTO</td>
</tr>
<tr>
<td>First Last</td>
<td>CFO</td>
</tr>
</tbody>
</table>

### Logos

- Yahoo!
- Adidas
- American Express
- BBC
- Nike
- BMW
- Burger King
- Walmart
- CNN
- Shell
- UPS
- CocaCola
- FedEx
- Google
- Harley Davidson
- NFL
- Nokia
4 – Market Opportunity

- How big is the problem?
- Can you quantify it?
- Use “bottom up”
5 – Product / Service / Cause

- Name
- Screen captures
- Demo
TravelBee Luxury Travel

THURSDAY, NOVEMBER 12, 2009

See our latest promotion!

Your Special Deal for Today!
Get $100 off your trip when you post a social message...

Your friends get the deal too!

 Posted by Michelle’s Blog at 11:19 PM

9 comments

Subscribe to: Posts (Atom)

Read rumbal.s3.amazonaws.com
6 – Business Model

- How will you make money?
- Go to market strategy?
- How will you reach customers?
- What channels or verticals?
- What traction do you have now?
- How will you build momentum?
7 – Strategic Relationships

- Partnerships
- Customers
- LOI
8 – Competition

- You must have this slide!
- How are you different/better?
9 – Barriers to Entry

- What keeps others out?
- IP
- How defensible?
- Team
10 – Financial Overview

- Investments to date
- Simple top line 5 year projection
- Identify Break-even and Profitability

<table>
<thead>
<tr>
<th></th>
<th>Past</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>.3</td>
<td>1.4</td>
<td>3.2</td>
<td>7.8</td>
<td>19.6</td>
<td>33.7</td>
</tr>
<tr>
<td>Expenses</td>
<td>.7</td>
<td>1.1</td>
<td>1.3</td>
<td>2.2</td>
<td>5.1</td>
<td>7.4</td>
</tr>
<tr>
<td>Net</td>
<td>(.4)</td>
<td>.3</td>
<td>1.9</td>
<td>5.6</td>
<td>14.5</td>
<td>26.3</td>
</tr>
</tbody>
</table>
11 – Use of Proceeds
12 – Capital Request
13 – Contact Info & Close

Nathan Gold
101 Main Street
San Francisco, CA 94111
nathan@democoach.com
+1.510.400.7917

Fish on Fire
internet services
The “David Rose 13”

1. Company Logo & Opening (SAME)
2. Business Overview (Problem or Unmet Need)
3. Team (or after #9)
4. Market Opportunity
5. Product / Service (Demo)
6. Business Model (Go to market)
7. Strategic Relationships (and customers)
8. Competition
9. Barriers to Entry
10. Financial Overview
11. Use of Proceeds
12. Capital Request
13. Contact Info & Close (CTA & Columbo)
How to Pitch:
1. Opening
2. Middle
3. Close
Thank you!

Nathan Gold
Chief Coach
San Francisco, CA
www.democoach.com
nathan@democoach.com
1.800.221.0782 (U.S.)
+1.510.400.7917 (Int’l)