



SOUTH  
CAROLINA  
ANGEL  
NETWORK

Tips for pitching to angel investors

February 2016

# A brief introduction



Venture Carolina: 501(c)(3) that educates investors and entrepreneurs to help improve the market for early stage capital in the Carolinas



South Carolina Angel Network (SCAN): network of angel investor groups and funds across SC



Crowdr.tv: crowdfunding platform that integrates livestreaming and immediate Q&A into fundraising efforts for anyone raising money. SCAN portfolio company based in Charleston

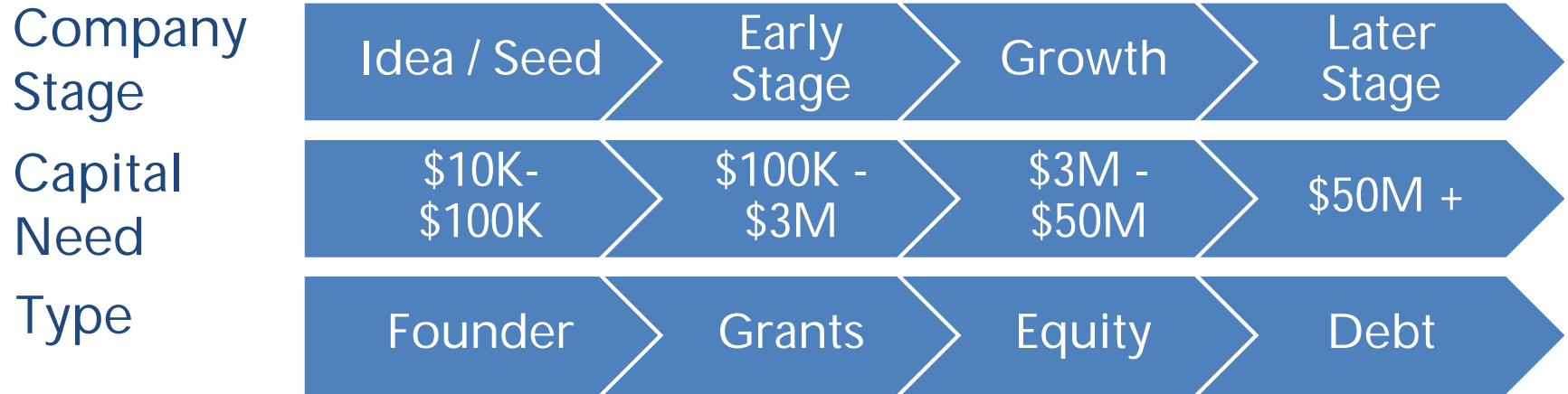
# Our agenda

I. The audience

II. Deck and delivery

III. Q&A

# Types of Investors



## Sources of Capital



# Do Your Homework!

- Investors are not one size fits all
- Tailor your presentation type, message, and style to fit the target audience
- Don't waste time on non-pertinent investors
- Align interests with investor's ROI
- Know difference between debt & equity
  - Banks: history, cash flow to repay, collateral
  - Angels: team, traction, market potential, deal

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# Presentation Outline Examples

## Garage Technology Ventures

1. Team – intro slide
2. Overview
3. Problem/Opportunity (size)
4. Solution (delivery)
5. Benefits/Value
6. Secret Sauce/IP
7. Competitive Advantage
8. Go to Market
9. Business Model
10. Financials
11. Raise/deal structure
12. Summary

## SCAN

1. Market pain/need
2. Product/solution
3. Business Model
4. Industry/market overview
5. Competitive situation
6. Path forward
7. Management team
8. Key financials
9. Deal structure
10. Summary

# A Few Basic Pointers

- Lead with the point
- Be concise: use bullets not paragraphs
- Beautiful slides don't save bad content
- Details matter (avoid detracting/distracting)
  - Formatting, spelling, grammar
  - Check alignment, consistency, color scheme
- Diagrams, pictures, and white space are good



# Presentation Style

- Who? CEO and team
- Have presentation training
  - Self: video yourself, present to friends
  - External: toastmasters, public speakers
- Practice, practice, practice, practice, practice
  - First impression: decision in first minutes
- Confident, not arrogant
  - Avoid claims you can't back up

# Q&A

- Q&A is **critical** and frequently fails
  - Shows real knowledge and adaptability
- Give clear answer: **Yes / No** first
  - Don't waffle, dodge, or not answer
  - Add (brief) nuance if needed
- Again: practice, practice, practice
  - Compile FAQ list

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