



Investor Pitch Outline

Aim: To provide an overview of creating an effective Investor Pitch Outline. Should be done in PowerPoint as slides. Company logo at bottom right as a footer.

1. Title

- a. Content: Company name; Your name; Title; and contact information
- b. Comment: This is where you explain what your organization does (“we sell muffins”)

2. Problem

- a. Content: What pain are you alleviating? Get people to ‘buy-in’
- b. Comment: To show there is a viable market for what you are offering

3. Solution

- a. Content: How do you alleviate this pain? Investor needs to understand what you sell and the value proposition.
- b. Comment: Provide an overview of how you fix the problem. 1-2 sentences.

4. Business Model

- a. Content: How do you make money? Who are customers? Distribution channels; gross margins.
- b. Comment: Leverage letters of intent; names of any customers/success who are using you now.

5. Secret Sauce

- a. Content: What’s the ‘secret sauce’ behind what you’re offering? How is this unique?
- b. Comment: Keep text to a minimum; show flowcharts; diagrams; POC; etc.

6. Marketing & Sales

- a. Content: Basic gist of sales strategy
- b. Comment: Demonstrate that you know how to get it to market effectively.

7. Competition

- a. Content: Comprehensive overview of competition (direct & indirect).
- b. Comment: More info is better; focus on why you're good, not why the other is bad.

8. Management Team

- a. Content: Describe key players of management team; Board of Directors; and Board of Advisors.
- b. Comment: Initially this may not be completely complete. That's OK. Show that you have a vision for how this will be completed.

9. Financial Projections & Key Metrics

- a. Content: 5 year forecast containing financials and key metrics including number of customers; and conversion rates.
- b. Comment: Forecast bottom-up. Outline any assumptions. Initially closing cycles are expected to be long.

10. Current Status; Accomplishments to Date; Timeline; and Use of Funds

- a. Content: What is present status of product/service? Milestone chart showing what the next 12 months look like; how will you use money you raise?
- b. Comment: "closing slide". Want to show that you know what you're doing, you have a vision and you want them to move to action (i.e. invest).