

Pitching Checklist

Here are 8 key items that should be included in any Pitch by a Company to potential Angel Investors.

1. Explain what your product or service is and what problem or opportunity it addresses and / or solves?
2. Itemise any IP associated with the product/service and confirm that the Company is the owner?
3. Who is your target customer?
4. Who are your competitors and what is it that makes your product, or service, unique, or different to theirs?
5. What stage is your business at, are you pre-revenue, already trading, or if not, when will you be so?
6. How many of the current Shareholders / Directors have actually invested their own money into the business and how much is that and what shareholding do they own?
7. What is your "Pre – money" valuation of the business and how did you arrive at this figure?
8. Explain exactly what the offer is to the potential Angel Investor, what % of the business do they get for their cash and also, what is the proposed Exit value and therefore the multiple of their investment that they could achieve?