

## Pitching Checklist

Dear Entrepreneur,

Following your success on being selected to pitch at our next event, we want to make sure you capitalise on this opportunity by maximising your chances of securing an investment from our members.

The next step on your journey is to ensure that your pitch arouses their interest to the point where they see your Company as a possible opening for investment and want to know more about you.

You have 10 minutes to 'get them onboard' - not very long – so concentrate on giving them the vital pieces of information any serious investor needs to have, in order to decide whether or not to enter due-diligence with you.

**As a guide, the following 10 key items should be included in your pitch: -**

- 1) Confirm that the Company is an independent, stand-alone, entity.
- 2) Explain what your product or service is, and what problem or opportunity it addresses and/or solves.
- 3) Itemise any IP associated with the product/service and confirm that the Company is the owner.
- 4) Explain who is your target customer.
- 5) Who are your competitors, and what is it that makes your product/service unique, or different to theirs.
- 6) What stage is your business at now: pre-revenue, or revenue generating.
- 7) How many of the management team have invested their own money into the business; what is the value of their investment, and how much of the equity does it represent.
- 8) What is the "Pre-Money" valuation of the business, and on what basis was this figure derived.
- 9) Explain exactly what your offer is to a potential Angel Investor, i.e. what % of the business do they get for their investment and what is the forecast exit multiple they could expect achieve over as given period.
- 10) Summarise the financial forecasts over the next 5-year period.