

Pitching Checklist

Dear Entrepreneur,

We want to make sure you maximise your chances of securing an investment from our members, should you be selected to pitch.

You should 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.

Please note, we run to a strict timeline at the pitch event. You will be given a 2-minute warning at 8-minutes into your pitch. When the 10 minutes are up, you WILL BE STOPPED.

Therefore, do practise your pitch and ensure it all fits in to this 10-minute timescale as we would hate for you to have to miss out the important last-minute summary!

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 and who the owners are.
- 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 a given period.
- 10) Summarise your **headline** financial forecasts for the next 3-year period on a single slide.