

Pitching Requirements

Dear Entrepreneur,

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

Structure your pitch in such a way that it 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 decide whether to enter into 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 beforehand and ensure it all fits into this 10-minute timescale. We don't want you to miss out the important last-minute summary!

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

- 1) Confirm the Company is an independent, stand-alone, entity and who the owners are.
- 2) Explain your product/service, and the 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) State who are your main competitors, outline the market research undertaken, and what makes your product/service different.
- 5) State what stage is your business at now - pre-revenue, or revenue generating.
- 6) Show the management team's investment in the Company, and the % of equity it represents.
- 7) State the "Pre-Money" valuation of the business, and on what basis this figure was derived.
- 8) State the % equity you are offering to investors and the likely exit multiple.
- 9) Summarise your **headline** financial forecasts, (Rev, COGS, GP, O/H, NPBT), for the next 3-year period on a single slide.
- 10) If your business is a recurring revenue model, add the monthly Customer Acquisition Cost, (CAC), and Lifetime Value (LTV) metrics to your C/F statement.