

# Pitch Tips

## Pitch Preparation

*Write* a script. Refine it until you're comfortable with your messages.

*Memorize* what you want to say.

*Practice*, practice, practice.

*Time* yourself. 4 minutes – that's all the time you have.

*Record* yourself. When you stumble, change your script.

*Practice* in front of different people who will:

- Be critical of your delivery and presentation
- Critique your content

*Listen* to advice offered. Don't dismiss it until you have a chance to consider it.

*Prepare yourself* - be the best-dressed person in the room.

## Pitch Guidelines

No PowerPoint. Tell your story, don't read it. A product demonstration is ok.

## Pitch Contents

*Who* am I, what is my company and why invest in me:

- Where we are now.
- Where we want to be.
- How we plan to get there.
- What we will use money for.
- How it will make a difference for the company and the community.

*Why* we make a difference. Make the audience care. Catch their attention:

- Tell a short story illustrating the problem.
- Share a compelling statistic.
- Paint a picture of the future with your product or service solving the problem.

*How* we make a difference. Demonstrate the:

- Problem we solve.
- Size of the market opportunity.
- Competitive situation.
- Opportunities for growth.

## After The Pitch - Q & A (6 min)

*Be prepared:*

- *Know* how much money we have invested in the business since it started
- *Identify* existing partners or investors
- *Share* lessons learned and how that changed your business since your initial idea
- *Have* relevant statistics on:
  - Market size
  - Sales opportunity
  - Competition market share
  - Pricing analysis
  - Revenue projections & assumptions

## The Pitch Event

Arrive early. Pay attention to the audience. Listen carefully. Don't answer defensively. Relax & be yourself!