

LET'S WIN THAT PITCH

GENERAL CONFIDENCE, READINESS & RELEVANCE

Can you deliver a 30 second version of your pitch at a moments notice to anyone?

Can you answer all of the questions on your 1-page fact sheet from memory?

Could you deliver your pitch without your pitch deck?

Is your pitch tuned into the specific world of your target investor?

Are you ready and willing to take serious critique?

DESIRABILITY. ARE YOU SOLVING A PROBLEM?

Can you describe your target customer(s) and the problem you are solving for them?

Do you have facts to back up your assessment about the size of the market?

Have other people told you that your value proposition is clear and obvious?

Can you show data from the market testing of your most critical assumptions?

Have you directly spoken to real customers?

MARKET FIT. WILL THE BUSINESS MODEL FLY?

Can you describe your current state business model?

Can you describe your desired future state business model(s)?

Are you able to articulate a path to scale and how the underlying business model will evolve?

Do you know your numbers? Ready to be challenged on your financial forecasts and pricing?

Are you clear where you stand with Intellectual Property?

Do you know what key resources and talent is required to make the business fly?

Have you considered delivery partnerships or channel partners? Have you engaged any?

Does your story make it clear how you will acquire customers? Do you have a sales engine?

Will the investor take confidence from you and your management team?

Do you have a desired culture in mind for the organization?

YOUR ASK. WHAT DO YOU NEED & WHAT WILL YOU DO?

Are you clear about what you are asking for?

Are you displaying business rigor with your post-investment game plan?

Are you being clear about what's in it for them and what exit options you will consider?

Is your game plan ruthlessly focused on your critical assumptions? What if you are wrong?

STORYTELLING & CAPTURING THE IMAGINATION

Have you storyboarded your pitch deck in line with the presentation time you have?

Have you practiced, practiced and practiced in front of other people (not yourself!)?

Have you made changes as a result of testing your pitch with others?

Is your pitch deck full of relevant visuals and NOT riddled with detailed text?

Are you bringing the story to life with easy to understand examples? Is it customer-centric?

Do you have a strong, emotional and attention-grabbing opening? Will you come back to it?

Do you have a clear and simple closing statement? Will they remember it tomorrow?

Are you displaying honesty, boldness, tenacity, warmth & business rigor?