

The Global Meeting Point

How to make a 5 to 7 min Financial Investor Pitch

This template provides the topics of a financial investor pitch in logic order according to the general investor mind-set. A pitch is a short teaser and a tool to create interest and leads for further talks in a following networking.

A financial investor pitch has 2 main parts: First the business conceptual part to and including "traction", and the second part is the financial part. There are shorter formats than max 7 min, but you will probably need minimum 5 min to be able to include a minimum requirement of financial topics.

The pitch shall create immediate interest where you are the seller, and the investor is the potential client. You are not selling your product or service, but you are selling the idea to invest in ownership in shares in your company. Investors are looking for companies with a high growth potential and a team which will succeed. Be aware that investors see a great amount of investment opportunities. A detailed presentation can be presented to your leads in one-2-one meetings after the networking. It should always be only one person pitching, and you should avoid tech expressions and animations, shortcuts and details. This pitch is a financial presentation – **NOT** a technology presentation or a product sales pitch. The main "trigger points" in the pitch are the **VALUE DRIVERS** which keeps the tension from the audience since they are the answers to why investors should invest.

The pitch shall be a slide presentation of max 10-12 slides as follows:

1) WHAT IS YOUR CORE BUSINESS?

The first 10 seconds shall explain the problem you are solving and your business concept as the solution to the problem with not more than 15 words. Your first slide shall visualize the problem, and the second slide shall visualize the product, technology or business concept. Do not use "opening or agenda slides".

2) WHO IS YOUR TEAM AND WHY WILL YOU SUCCEED?

Present the common competence and experience of your team and use the "team value drivers" to state why you will succeed. Do not go too detailed. Only in the case you have famous team members they should be presented by name.

3) WHAT IS YOUR NICHE MARKET?

Explain your market niche in terms of segments and geography. Include your international or even global market potential by numbers.

4) WHAT ARE YOUR COMPETITIVE ADVANTAGES?

Include a "competitive matrix" where your logo is in the left column, business concept advantages on lines. Then you check mark all in your column, if no check-mark for others leave square open. If you have not yet any competitors, you should alternatively present a "first mover" situation. This is NOT presenting your competitors but how you are better than them!

5) WHAT IS UNIQUE?

What is your Intellectual Property? Patents? Trademarks? What is your IP-strategy?

6) WHAT IS YOUR TRACTION?

Explain your traction (acceleration / progression) in a timeline where you are currently in the middle.

7) WHAT IS YOUR REVENUE STREAM MODEL?

What are your methodologies to earn money?

8) WHAT ARE YOUR SIMPLIFIED FINANCIALS?

Include a simplified budget with sum numbers for the 3 (max 4) year line 1) Revenues 2) Costs 3) EBITDA. Round the numbers up and present in thousands (k) or Millions (M). This is the most Important slide in the pitch as it gives the investors numbers "to crash". What is your financial status? Can you show historic numbers for revenues and profit (EBITDA)?

9) WHAT IS YOUR CAPITAL NEED (YOUR ASK) AND USE OF FUNDS?

Estimate your current capital need as part of your total capital need for the next 3 years. Explain the main purposes for use of the invested funds.

10) ARE THERE RISK FACTORS? Do only include risk factors if there is a specific risk which you need to eliminate. If not, then DO NOT include this slide.

11) WHAT IS YOUR EXIT STRATEGY?

Is it a trade sale, Initial Public Offering (IPO) etc.? If trade sale you should include logos of possible trade sale opportunities. Do not stipulate valuation for Return of investment (ROI).