

# The Art of Pitching

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## Elevator Pitch

Dean Capital, LLC offers venture capital for businesses from seed through later stage. We also provide debt investments for start-up and established businesses, including SBA loans and mezzanine transactions. We strive to continually add value to every company we work with, from the first meeting through the exit.

## Elevator Pitch

- Why it's important
- Answer the question "What do you do?"
- What is your product/service?
- Who do you sell it to?
- Why do your customers like it?
- A good elevator pitch will evoke follow-up questions
- Make sure your employees know the pitch

## Preparation

- Be ready!!! You may only have one shot
- What is the goal of your pitch?
- Know your audience
- Research techniques- [eventuring.com](http://eventuring.com)
- Practice the pitch- out loud, in front of people
- Call ahead to get the facility details
- Don't forget to bring the essentials!
- Dress appropriately

## Style

- 10 slides
- 20 minutes
- 30 point font
- Dark background

## Content of the Pitch

1. Title Slide:
  - Company name
  - Presenter's name
  - Elevator pitch?
  
2. Problem
  - Define customer's need
  - Estimate market size

## Content of the Pitch

3. Solution / Technology
  - How does your product solve the problem?
  - What are the costs & benefits to the customer?
  - Use pictures if possible to show your technology
  - Case study- outline direct cost savings
  - Mention IP if you have it

## Content of the Pitch

4. Business Model / Strategy
  - Where are your revenues coming from?
  - Who is your target customer?
  - Distribution channels: Direct vs. Indirect Customers
5. Marketing / Sales / Support
  - How will you reach your customer?
  - What are your goals?

## Content of the Pitch

### 6. Competition

- Who are your main competitors?
  - ✓ Big Dogs
  - ✓ Inertia/Status Quo
  - ✓ Innovators
  
- What is your competitive advantage?

## Content of the Pitch

### 7. Management Team

- CEO / CFO / CTO / Sales
- Who do you still need to hire?

### 8. Financial Projections

- Just the basics
- How long until positive cashflow??
- Question: monthly burn rate?

## Content of the Pitch

9. Current Status / Funds Needed
  - What is your stage of development?
  - How have you been funded so far?
  - How much money are you looking for?
  - Valuation

## Content of the Pitch

10. Use of Funds / Timeline
  - What will you use the money for?
  - Provide a timeline for major milestones: product development, sales, profitability
  - Will later rounds be needed?
  - Exit strategy? (maybe)

## Delivery

- Answer honestly, even if you don't know
- Assume no one has read your business plan
- Stay basic, but adapt based on audience reactions
- Allow time for Q&A
- Agree on next steps at the end of the meeting

## Follow Up

- Follow up quickly on outstanding issues/ questions
- Get feedback if possible
- Listen to feedback, make revisions to your pitch and plan
- Seek out investors at events / receptions  
Network, network, network!