

# 5 Tips for a Successful Investment Pitch

01

## The first two minutes

You need to concisely explain the purpose of the meeting and what you are looking for from the investor including the amount of investment sought. Then divide your remaining time into four equal sections.

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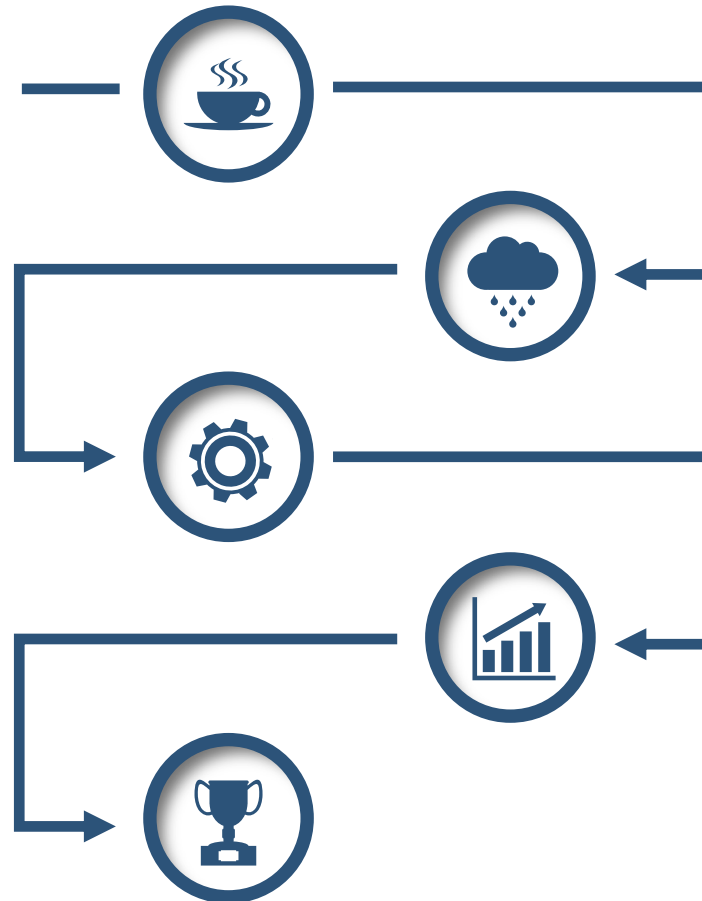
## Your Solution

Explain how your product or service solves the Problem and explain your expertise and uniqueness. Consider competitors in the same space and your potential market size and how much of it you can capture.

05

## Your Investment Offer

Share your cashflow shortfall and describe how you will protect investors looking to fund that shortfall. Describe how you generate a return for the investor and over what projected timeframe.



## The Problem

Describe the Problem, why you care about it, how big it is and use emotional words and examples to bring to life pain points the investor can relate to. Tell your story in prose and/or using pictures or video.

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## A Financial Model

Demonstrate how you monetise your Solution and show three years of forecast revenue, profit and cashflow. Annotate how you have funded any shortfalls in cashflow to date and whether by equity and/or debt.

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