



Investor presentation – 7 minutes pitch

The presentation shall start with a Power Pitch as the first 30 seconds. The Power Pitch shall explain your business with not more than 15 words and thereafter answer to the question – Why shall an investor invest in you? The answer is your value drivers.

The message of the investor pitch must be clear. The presentation is a teaser and must give an answer to the most important questions according to the mind-set of the investor. The pitch is a tool to create interest and leads for further talks in the following networking.

The pitch shall create interest. You are the seller and the investor is the customer. You shall not sell your product, but ownership to shares in the company. The investor is looking for companies with a high growth potential and a team which will succeed. Be aware of that investors receive a great amount of investment proposals. A detailed presentation can be presented in separate meetings after the networking if your pitch has created interest. It must be only one person presenting the pitch, and you should avoid confusing technical expressions, shortcuts and details. The pitch is a financial presentation – **NOT** a technology presentation or a product or sales pitch.

The overall focus of the pitch is the **VALUE DRIVERS**. The value drivers can either be listed in a pp-slide, or they may be presented as “trigger” points during the pitch.

The pitch shall be a PowerPoint presentation of maximum 10-12 slides as follows:

1) WHAT IS YOUR BUSINESS? This is the Power Pitch as the main teaser. It should explain your business with not more than 15 words and focus on the value drivers which are the main reasons why the investor will invest.

2) WHO IS YOUR TEAM? Present the main persons in the team. Focus on famous personalities if any and relevant competence in the team such as previous entrepreneurial and exit competence, financial and commercial competence etc.

3) WHAT IS THE MARKET? How large it is, where it is and who are the customers? Do you have a specific market segment? Do you have a specific distribution strategy?

4) WHAT ARE YOUR COMPETITIVE ADVANTAGES?

Which problem are you solving for your customer? What is the market need?

Do you have competitors, who are they and what are they doing? Maybe you could compare your competitors in a competitive matrix? Is there a Blue Ocean situation for your business?

5) WHAT IS UNIQUE?

What is your Intellectual Property? Patent? Trade mark protection? What is your IP-strategy?

6) WHAT IS YOUR BUSINESS MODEL?

How are you earning money?

7) WHAT ARE THE KEY BUDGET FIGURES?

What is your financial status? Can you show historic numbers for turnover and profit the previous 3 years? Show your main budget numbers for turnover and profit the next 3 years.

8) WHAT IS THE CAPITAL NEED AND USE OF INVESTED FUNDS?

Estimate your capital need and main purposes of use of the invested funds.

9) ARE THERE RISK FACTORS?

If you should include risk factors you should explain how each of them will be eliminated. Do not include general but only special risk factors for you business.

10) WHAT IS TH EXIT STRATEGY?

Is it a trade sale, Initial Public Offering (IPO) or other? If trade sale you should give an idea about possible trade sale opportunities. You do not need to stipulate any Return of investment (ROI) according to valuation.