



## Delivering A Great Pitch

# Helping Ambitious Companies Grow

## Pitch Perfect



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Raising finance is a key part of scaling your business, and there are many avenues to explore. Whatever your source of funding, the principles of good pitching are the same.

You get one shot when meeting with a potential investor, and it is so important to make it the best meeting it can be. Preparation is vital and there are some really simple things that you can do that make a big difference. It could be the difference between winning the investment and not.

You know your business and how to pitch it to a client, but pitching the story to an investor is quite different. At finnCap we understand the investor and exactly how you should communicate your story to your best advantage. We speak their language and know what they are looking for in a pitch – and it can call for quite a different approach from one geared towards winning a new client

This guide aims to give you a quick overview of how to improve your pitch and make that meeting the best one possible.



There are **2** Fundamental  
Questions

- ▶ Who are you pitching to?
- ▶ What are you pitching?

# ► Who are you pitching to?

## Be Prepared – Know your audience

### What type of investor are they?

It is important to understand and respect your audience. Research your chosen investors carefully, sourcing as much background information on them as possible.

Ensure you understand:

- What type of investor are they – specialist, VC, sector specific income fund, hedge fund, tax efficient etc
- Their investment horizon (long or short term)
- Length of decision-making process

### How much do they know?

- How familiar are they with your company story and sector?
- What might they have seen? (eg website, press releases etc)
- Does this content raise any questions? Is the message consistent?

### How much time have you got?

Everyone's time is at a premium. To maximise the impact of your pitch, ensure you prepare, practice and tailor your presentation to the amount of time your audience has: be smart, clear and concise.

Understanding your audience will help you get the most out of the meeting and gives you the greatest chance of success.

You have one chance: don't waste it.

## ► First Impressions Count



### Create an impact

Investors may spend time researching your company and it is worth thinking about how they might prepare.

#### **What is your elevator pitch?**

An elevator pitch is essential. Short, sweet and to the point, this statement provides a clear message about your proposition, vision and results. It should be consistent through all communications.

#### **Is the company's external and internal communication aligned?**

From the company's website and social media to employees and shareholders: is your brand message, product and positioning consistent across all touch points?

#### **In a nutshell**

Prepare a one-page executive summary that inspires confidence from the start, highlighting facts not fiction, track record and real experience.

## ► What are you pitching?

A **SHARE** in your company to an investor.  
Not your company's product or service to a consumer or business.

Pitching a share in your company means encompassing:

- **Growth plans**
- **Company background**
- **Return on investment**
- **Industry take-outs and multiples**
- **Management team**

## Pitching a share in your company

### **Growth plans**

Growth plans should state what you do, the solution you provide and explain how your company provides a better solution than your competitors.

Your plan for sustainable growth, referencing how the business would tackle inevitable challenges such as technological changes and market shifts.

### **Company background**

Adding further detail to the elevator pitch, this should include top line details of:

- How and why the company was built
- The company's culture and values
- Growth statistics
- Prior ownership

### **Company valuation**

What is your business worth?

Take into consideration:

- Financial performance and forecasts. Be realistic: under promise and over deliver.
- Both tangible and intangible assets (ie strength of brand, existing customer base, experienced management team and strong supply chain)

### **Return on investment**

Excite your audience regarding the big picture vision for the company, but be realistic. Know where you are going and have a strategy of how you are going to get there. Illustrate with possible scenarios, each supported with a model based on facts.

Demonstrate that you're not trying to run before you can walk, and back it up with evidence that substantiates this. Show that the business is scalable.

### Industry take-outs and multiples

Demonstrate a thorough understanding of the sector you are in with a deep base of experience of the market you wish to succeed in. Be aware of take-out comparisons of competitors. Again, be realistic as not every situation is the same.

### Management team

It is vital to showcase the company's strengths. Investors are backing you and your management team, so the team's background is important. Who are the people who are going to drive the business forward?

Be upfront about how much you have personally invested. Having 'skin in the game' demonstrates your passion and commitment to the business. How are your management team incentivised and how can you demonstrate their commitment?

### A reason to invest

Give investors a reason to invest now and not leave it until a later point. When giving detail on specific topics, demonstrate that you value their investment and contribution more than just providing cash eg the right to provide further funding or appoint someone to the board.

## ▶ The Pitch Book

Your presentation should be smart, clear and concise and include:

- **Who you are**
- **What you do**
- **Why you do it and what problem are you solving**
- **Who else does it**
- **What makes you different**
- **Why invest and why now**

It should not be too long and detail should be given in the appendix. Keep it jargon free.

### Appendix

Anything that you think might be of interest which can be referred to if asked.

## Presenting to fund managers

### The Basics

- Dress appropriately – first impressions are important
- Time management – if you have an hour meeting, allow 45 minutes for the presentation and 15 minutes for any questions
- Ignite interest: the first 5 minutes are key – excite your audience from the get go

### The Business

- Have the details of your business at your finger tips, the key stats and core metrics – one-page executive summary
- Ensure you know your business inside out
- Know your competition – be objective, never rude
- Have an in-depth knowledge of the financials ...don't exaggerate and do be open
- Clear strategy for use of proceeds

### Communication

- Don't read your presentation like a script – have conviction and passion
- Be honest – don't avoid difficult questions
- Avoid complex jargon
- Interact and engage with investors – it should be a two-way conversation
- Be mindful of your body language...it can make a big difference – and watch theirs

### Practice and Preparation

- Don't leave it until the last minute
- Do dry runs (as many as possible) – check timing and message
- It's worth investing in presentation training
- Get a third party to listen
- Be confident



▶ Practice  
Practice  
Practice





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