

Business Pitching Survival Guide

Reminder: You have a maximum of 5 minutes to pitch. Maintain timeliness upon delivery.

Focus only on what is important. Never spend too long on a topic or something insignificant. The significant details will be questioned by investors during the 10 minutes of Q&A after your pitch.

Pitch or/and slide deck guidelines

1. PROBLEM STATEMENT (PAIN POINT)

What is the problem you're solving?

2. HOW DOES THE EXISTING PRODUCT WORK/OR DOESN'T WORK?

How is the current product in the market failing to address this problem?

3. YOUR SOLUTION

Describe your product that you've developed (or will develop). What are the features? Focus on how your solution solves the problem/pain. Relate your product back to the pain that you're trying to solve. Have you tested the solution? Provide a short demonstration if possible (or screenshots).

4. BUSINESS MODEL – DIFFERENT WAYS YOU CAN MAKE MONEY

Who pays? If you do not make money from your product, do the advertisers pay for ads? What are the ways to generate revenue? What are your costs? Would it be profitable based on your assumptions? What about your distribution channels and marketing plans? How will you build traction? How did you get the traction you already have (if you've pivoted, mention how was it different and working now).

5. TARGET MARKET AND MARKET OPPORTUNITY

Who are your potential customers (think of those who are facing the problem)? If possible, define them into segments. How big is the market? Is it growing? Would they adopt this solution? Would they spend/pay for your product or service? How much would they normally spend, if any?

6. COMPETITION

Every product or service has competitors. What is the alternative solution? Why would your potential customers choose your solution? How are you unique? What is the market fit i.e. how do you fit in the current landscape? What is your value, your USP (unique selling proposition)? Clearly state how are you different from the industry landscape.

7. MANAGEMENT TEAM – WHY IS YOUR TEAM PERFECT FOR THE JOB?

Talk about your relevant skills. How did you get to where you are? If there are gaps, identify them and acknowledge that you will need to hire new talents to fill the gap.

8. PLAN/MILESTONES

What is next? What are your plans, goals and when do you plan to achieve them? If you already have achieved certain milestones, mention them (to include traction).

9. FUNDING

State your financial projections. How much do you need and why?

All the best to your pitch session. See you at Entrepreneur Convention 2018!