

# The Global Meeting Point

## Investor presentation – 6 or 7 minutes financial investor 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 the 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 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 sales pitch.

The main trigger points in the pitch are 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 CORE 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 such as previous entrepreneurial and exit experience, financial and commercial competence etc.

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

**4) WHICH 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? Patents? Trade mark protection? What is your IP-strategy?

**6) WHAT IS YOUR REVENUE MODEL?**

How are you earning money?

**7) DO YOU HAVE TRACTION ?**

Explain your traction in a timeline.

**8) WHAT ARE YOUR KEY FINANCIALS?**

What is your financial status? Can you show historic numbers for revenues and profit (EBITDA) the previous 3 years? Show your main budget numbers for revenues, costs and profit (EBITDA) in a matrix for the next 3 years.

**9) WHAT IS YOUR CAPITAL NEED AND USE OF INVESTED FUNDS?**

Estimate your current capital need as part of your total capital need for the coming 3 years. Explain the main purposes for use of the invested funds.

**10) ARE THERE POSSIBLE 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.

**11) WHAT IS YOUR 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. Do not stipulate Return of investment (ROI) and valuation.