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 **SPRINGDALE**  
VENTURES

**Naturally**  
AUSTIN

# POLISHING YOUR PITCH

# THE BIG PICTURE

# RAISING DURING COVID - 19

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Finding investors for early stage companies is going to be much harder now

Good time to build relationships

When pitching, demonstrate how you have adjusted for the situation

Do you have an advantage during this time?

- D2C
- Specific Categories (wellness, home fitness, bidets, home entertainment)
- Cash efficient/profitable
- Stable supply chain

# FIRST THINGS FIRST, ASK YOURSELF...

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Why are you raising?

Is it really the right strategy?

Are you ready?

How much are you raising?

Why? Where will it get you?

Are you pitching to the right investors?

# FINDING THE RIGHT INVESTOR

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Who is my ideal investor? Why?

Who is most likely to invest in my baby?

Should I be hitting up family, friends, individuals, angels, funds?

How/where do I find these investors?

When I find them, how do I approach them?

Found them, How do I convince them to give me a meeting?

# WHAT INVESTORS WANT TO SEE FROM FOUNDERS

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Vision, Passion, Energy, Confidence

Ability to communicate clearly

Open to coaching/learner

Demonstration of discipline and focus

Demonstration of effective problem solving

Authenticity

Courteous professionalism

## WHAT INVESTORS WANT TO SEE FROM FOUNDERS

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Clear understanding of the opportunity (not just the product)

Know the business - aka “numbers”

- Accurate COGS, GM, CAC, etc.

- How you will get to projected revenue, margins, etc.

Clear understanding of core consumer and how to acquire them

Clear, lasting competitive advantage

Clear strategy for getting to end game point

# PITCH PROCESS



## BEFORE YOU MEET: MAKING CONTACT 101

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Have you done your research on who you are talking to?

- What is their professional expertise?
- What are they interested in?
- Are they a good fit?

## BEFORE YOU MEET: MAKING CONTACT 101

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Communication is key

- Reach out/follow up diligently and courteously
- Offer to send calendar invites
- Send (brief) materials and samples ahead of time
- Follow up with thank you email and regular updates

## WHEN PITCHING

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You are pitching to a human being with needs, moods, interests

Pitch with the goal in mind

Speak with purpose

How you say something can be as important as what you say

# THE DECK

# VALUE OF A PITCH DECK

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What is a pitch deck? It is:

- First impression
- Establish credibility
- Snapshot of business plan and your brand
- Outline of the investment opportunity'

How important is it?

- It is everything above, so it is very important in getting the door opened and outlining the opportunity, but it is not the thing that makes investors commit

# PITCH MATERIALS – ANATOMY OF A GREAT DECK

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1. Title
2. Opportunity
3. Value Proposition
4. Underlying Magic
5. Business Model
6. Traction and validation
7. Marketing and sales strategy
8. Competitive Analysis
9. Management Team
10. Financial Projections and Key Metrics
11. The Ask

Samples & Resources:

# AVOIDING PITFALLS

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Focus on opportunity and customer more than product

Less is more

- Streamline your deck – clean design

- Overtalking can be a turn off

Be transparent

- Financials

- Traction

- Product Issues

Be confident in your ask

Don't act offended or defensive in a pitch meeting

**THANK YOU!**