



Money Matters – Tip #1

How to Pitch to Investors

As a Small Business Owner, sooner or later you will need to attract funding for your business. When you do, here is a **7-strategy “Pitch Manifesto” you can use to never come away empty-handed!**

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- 1 I will keep my Elevator Pitch 60 seconds or less.** I must make my pitch short and to the point, making sure it showcases my knowledge and I can deliver it in an unhurried manner.
- 2 I will keep my Pitch Deck short as well.** The most time I can reasonably expect from serious investors is 30 minutes. So I will use 15 minutes for my 10 -12 slides and 15 minutes for their questions.
- 3 I will put as much as 80% of my effort in my Executive Summary.** I recognize that it might be the only thing that my potential investor might read, so it can also make the difference between if I’m funded or not.
- 4 I will learn when to ask for a Non-Disclosure Agreement.** I will not ask a potential investor to sign an NDA, before I even share an idea or executive summary with him/her. I will ask only when I’m sharing more.
- 5 I will not overlook a realistic Exit Strategy for investors.** I will remember that while I want to “save the world” the investor wants to “make a lot of money in the short to medium term (3 to 7 years) and get out!”
- 6 I will not send my proposal to an investor without prior agreement.** I know that if I do, it is likely to remain in the “unsolicited, unopened pile.” I will have someone refer me before my proposal is delivered.
- 7 I will listen to feedback from the potential investor.** I will not get my hackles up at the tough questions investors will ask me. I will answer calmly because I know that they are only interested in justifying the investment of such a large sum of money.

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