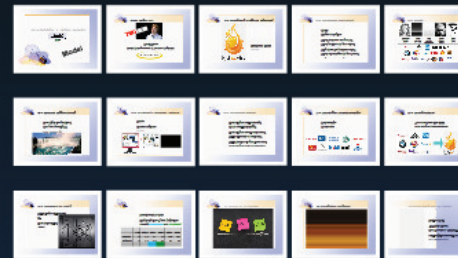


How To Pitch To Investors With 13 Slides

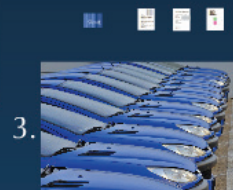
Family
Friends
Angels
Venture



How to Pitch:

1. Opening
2. Middle
3. Close

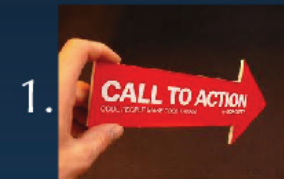
Opening



Middle



Close



How To Pitch To Investors Family Friends Angels Venture With 13 Slides



Investor Pitch Deck

10:00

Start

Model



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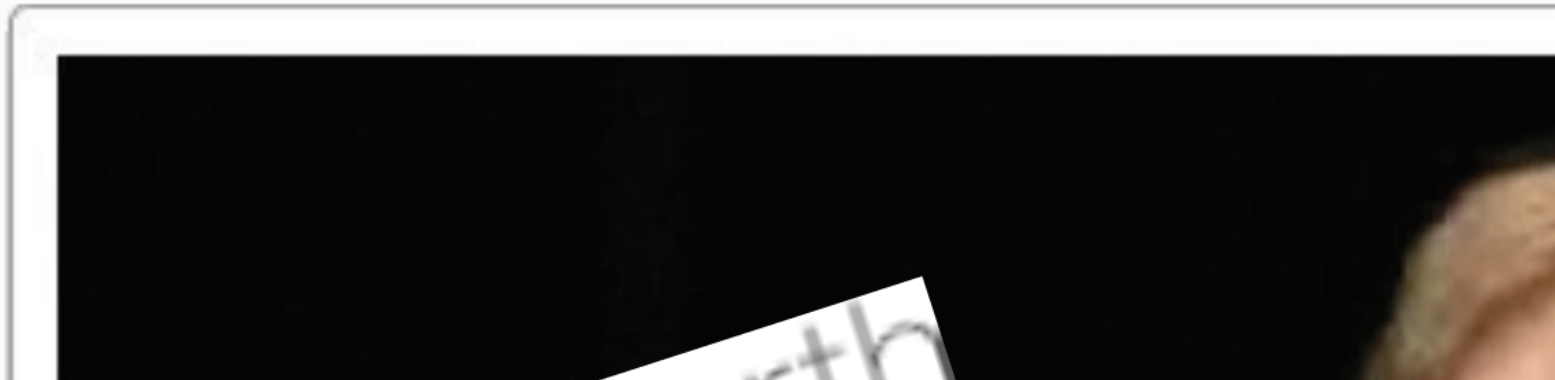
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Who says 13?







Who says 13?



David Rose

Serial Entrepreneur & Venture Capitalist





1 – Company Logo & Opening



Nathan Gold
CEO



2 – Business Overview

- Quick
- Slogan or tagline
- What business are you in?
- What problem do you solve?
- Why does the problem exist?
- What advantages do you have?
- Why should I or anyone care?



3 – Team



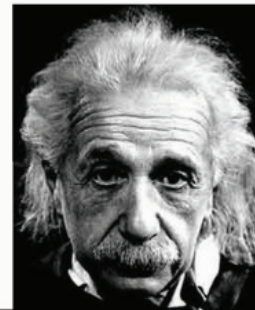
Heather
Adler
CEO



Jack
Franklin
CMO



Jeff
Hunter
Evangelist



Peter
Gilson
CTO



First
Last
CFO

YAHOO!



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Walmart



Coca-Cola

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Corporation

Google



NOKIA
Connecting People



4 – Market Opportunity

- How big is the problem?
- Can you quantify it?
- Use “bottom up”

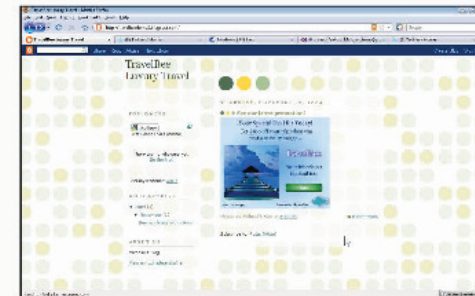
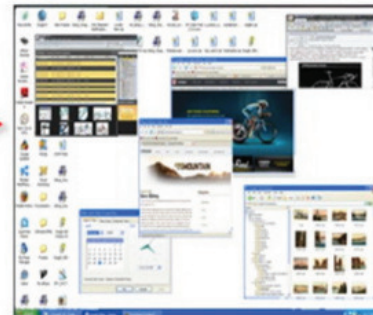


NIAGARA FALLS ATTRACTIONS



5 – Product / Service / Cause

- Name
- Screen captures
- Demo





6 – Business Model

- How will you make money?
- Go to market strategy?
- How will you reach customers?
- What channels or verticals?
- What traction do you have now?
- How will you build momentum?



7 – Strategic Relationships

- Partnerships
- Customers
- LOI

HONDA
The Power of Dreams



IBM



TOYOTA



Mobil

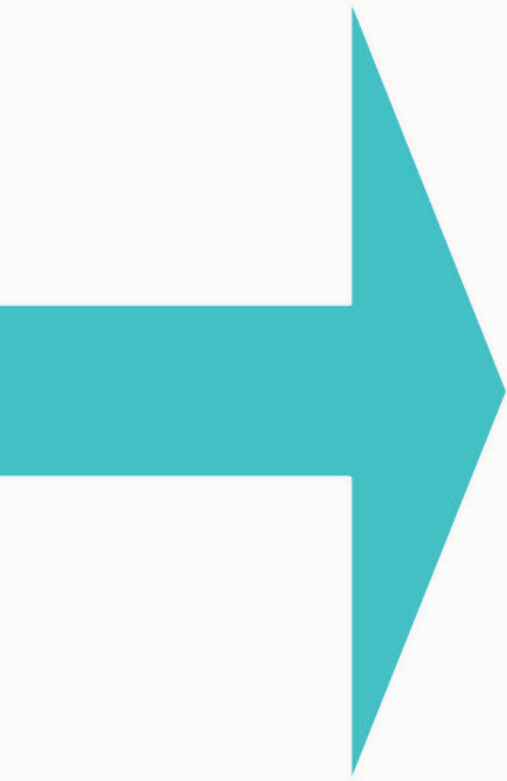




8 – Competition

- You must have this slide!
- How are you different/better?



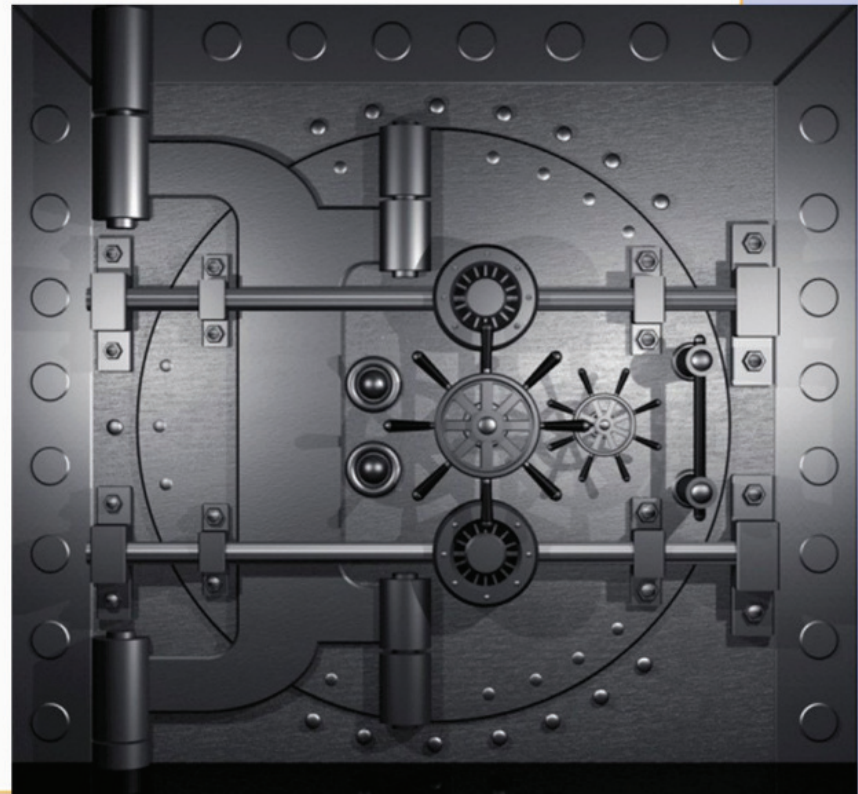


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9 – Barriers to Entry

- What keeps others out?
- IP
- How defensible?
- Team





10 – Financial Overview

- Investments to date
- Simple top line 5 year projection
- Identify **Break-even** and **Profitability**

	Past	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	.3	1.4	3.2	7.8	19.6	33.7
Expenses	.7	1.1	1.3	2.2	5.1	7.4
Net	(.4)	.3	1.9	5.6	14.5	26.3



11 – Use of Proceeds





12 – Capital Request





13 – Contact Info & Close



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internet services

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The “David Rose 13”

1. Company Logo & Opening (S²AME)
2. Business Overview (Problem or Unmet Need)
3. Team (or after #9)
4. Market Opportunity
5. Product / Service (Demo)
6. Business Model (Go to market)
7. Strategic Relationships (and customers)
8. Competition
9. Barriers to Entry
10. Financial Overview
11. Use of Proceeds
12. Capital Request
13. Contact Info & Close (CTA & Columbo)

How to Pitch:

1. Opening
2. Middle
3. Close



Thank you!

Nathan Gold

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