MAKING THE PITCH
Entrepreneurs and investors take different approaches

**Entrepreneurs**
Getting to **YES**

**Investors**
Getting to **NO**
VCs receive many pitch decks

- The cliché is true – you only get one chance to make a first impression
- Ideally, your introduction to potential investors would come from one of their trusted friends or advisors
- Make your initial interactions (phone call, pitch deck, executive summary) clear, concise and compelling:
  - Who you are
  - Data justifying your enthusiasm and why data are compelling
  - Addressable market and size
  - Comparable companies as evidence of exit value
  - Funding and accomplishments to date
  - Amount and use of proceeds of financing

Deals at this early stage are often “triaged” so that VCs can quickly identify the most attractive opportunities

- These deals will move to a phone call or pitch presentation
Who Pitches?

- Entrepreneurs should pitch
- PIs should pitch
- Tech transfer should not pitch unless they plan to be part of the company
- It’s OK for tech transfer to be in the room or on the call, but usually only appropriate if it’s just the PI pitching
- Examples:
  - A great PI pitch focuses on the science, it’s place in the landscape, product opportunities, and next steps including the timeline and some idea of the cost
  - A great entrepreneur pitch includes the team background, key data, the market opportunity, the timeline, costs, and more
Key Components of a Good Pitch Deck

- **Title page** *(1 slide)*
- **Intro page** *(1 slide)*
  - Define your company and what it does
  - Brief background
  - What you are seeking from the investors
- **Leadership and Boards** *(1-2 slides)*
  - Executives, founders, and advisors
- **Key data slides** *(3-10 slides)*
  - Experimental results that gave you that “eureka” moment
  - Exactly where you are at in the product/service development process
  - Next steps in the program once you secure financing
- **Pipeline/Products slides** *(1-3 slides)*
  - When you will accomplish what in the future
- **Competition** *(1-2 slides)*
  - What’s on the market, What previously failed, What’s in the pipeline, What’s in academia, Non-traditional competition
  - How does your product fit into the competitive landscape
- **Capital you are seeking and use of proceeds** *(1-2 slides)*
- **Timeline of operational goals** *(1 slide)*
  - Tie the financing/capital needs to the goals
  - Plan for multiple rounds and include on this slide
- **Summary of the opportunity** *(1 slide)*
Practical Suggestions For Pitching

• Do not hide anything substantive; it won’t stay hidden for long
  – You will lose credibility
  – Your lack of transparency and forthrightness will be shared with others
• Pre-empt any ‘killer’ questions.
  – Show that you did your homework!
• Follow good presentation guidelines
  – Be direct, be brief, then listen
  – Be clear, concise, and compelling
  – Do not over populate / over complicate slides
• Pause to allow for questions
• When you do not know an answer, say so
  – If you can find out the information, let the questioner know you will get back to them with the information following the presentation

REMEMBER! You may be an expert on your company and the technology, but this may be the first time an investor is seeing this