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TRADE IMPACT
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How to pitch to investors under 5 minutes

SheTrades Global – 28 June Liverpool
2:30pm - Auditorium

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ITC Access to Finance and Investments



What's the goal of your pitch?



Investors need to like you



Investors want to know you!

1. Integrity

2. Passion

3. Experience

4. Knowledge

5. Skills

6. Leadership

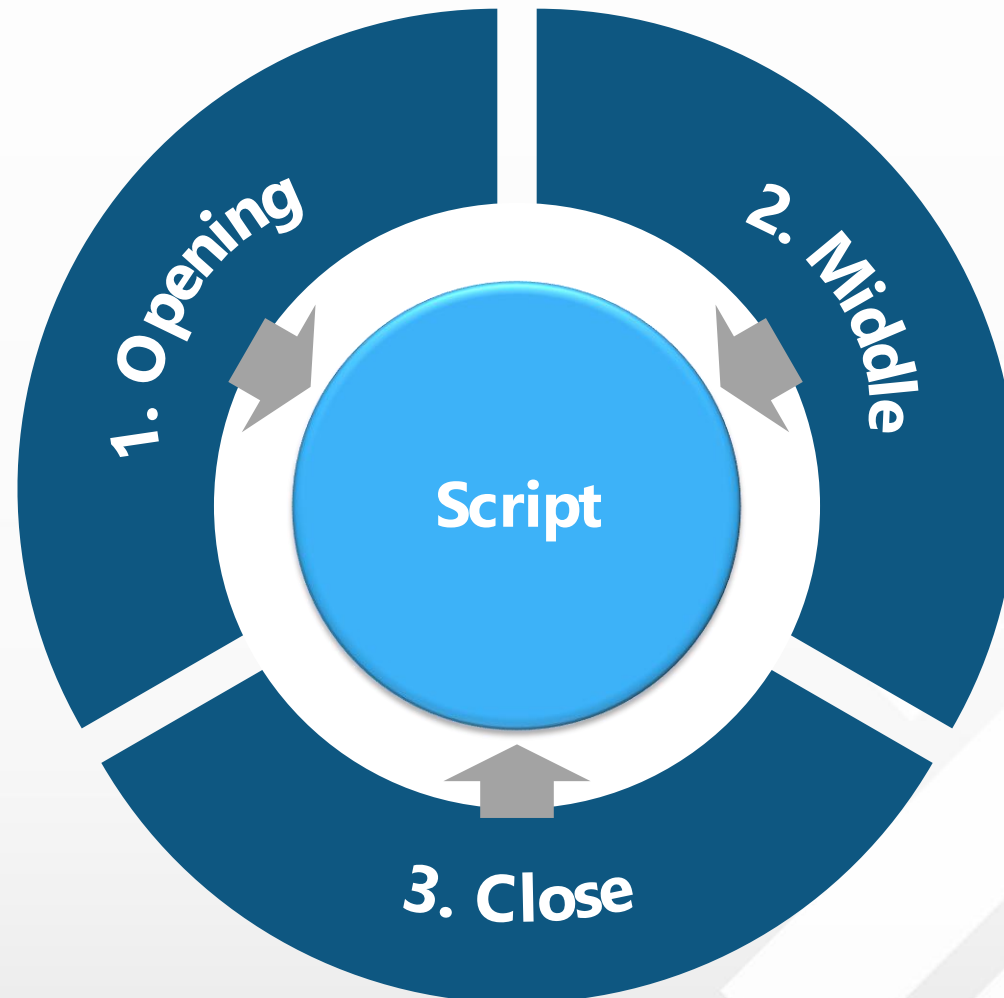
7. Commitment

8. Vision

9. Realism

10. Coachability

Three key components of the script





1. Opening

Less than a minute

- Talk about the pain, the market gap, the opportunity
- Grab their attention
 - ✓ Stories
 - ✓ Analogies
 - ✓ Metaphors
 - ✓ Examples
- Be focused!
- It's about human-to-human connection





2. The middle

Around 3 minutes





3. Close

Around 1 minute

- Find a **great close** for your pitch!
- Remember to **ask what you want**
- Sense of **Urgency**
- **Rehearse!** Practice your pitch!
- Bring your **passion** and **enthusiasm!**



Your homework before the pitch

- **Prepare 2/3 meaningful slides** for the investment challenge day to project – they should look great!
- **Read about the investors** and tailor your pitch accordingly
- Prepare a strong **opening and close**
- Answers to all questions with **2/3 sentences**
- **Memorize all**
- **Practice**
- Delivery – **keep your energy up!** Be memorable!
- **Walk in the room at your best**
- Bring a **demo of your product** if you have it
- **Don't use industry acronyms** / terminology, or reference companies they won't know



Potential questions from investors

1. Define your company/business in a single declaration sentence
2. Describe the pain of the customer
3. Outline how the customer addresses the issue today
4. Demonstrate your company's value proposition to make the customer's life better
5. Show what's your product and where your products physically sits
6. Provide use cases
7. Set-up the historical evolution of your category
8. Define recent trends that make your solution possible now
9. Identify/profile the customer you cater to
10. Calculate your market size
11. List main competitors/competitive advantages
12. Describe your product and development roadmap
13. Describe your revenue model, pricing, distribution model and pipeline
14. Describe your team
15. Describe your financials and forecasts
16. How do you plan to use our funds
17. Why do you need funding



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