



Generic Pitch Template

Your Company Name

Month Year

Contact

The Name of Your Company

Who is in the room? What are we looking at?

- Short Mission and Purpose of Your Company
- *Short* introduction of yourself and your company

The Problem

Clearly define the problem you are trying to solve with your idea

- What are the pain points?
- How large is the problem?
- Who is responsible to solve that problem?
- Does the responsible (customer) have a budget to solve the problem?
- What is the holistic impact of the problem?
- Who will benefit from your solution?

The Solution

Can you solve it? Do you own it? Are you unique?

- How are you solving the problem?
- How do you address the pain points?
- What is your USP (Unique Selling Proposition)?
- Is the solution defensible? Patented?
- Be engaging, short and specific
- Address the integral impact of your solution: The Parity of People, Planet, Profit, with your own Passion, and Purpose*

* Please note that we apply the UN PRI criteria to all our investment decisions.
For details and definitions please refer to: <http://www.unpri.org/about-pri/the-six-principles/>

The Product

Is this a breakthrough, is it doable?

- Describe your product(s) and in which ways it is disruptive from a people, planet, and profit perspective - in a few slides
- Use screen shots, a short video, a live demonstration, or an animation to show how the product solves the problem
- Use the appendix to add more detailed slides
- Keep the presentation short (15 slides max, and 20 min. max) to allow time for discussion

The Management Team

Have you assembled an A-team?

- All founders and C-level leaders with name and function
- Highlight all relevant qualifications pertaining to the specific experience in your particular space
- Have you done “it” before?
- Address gaps in the team pro-actively and tell us how you plan to fill them

The Advisory Board

Are you well-connected and supported?

- Who is on the advisory board and why?
- Highlight the relevant experience
- In what function will they contribute to whom specifically in the organization?

The Market

Is this worth an investor's time?

- Market size
- Why is this is a big opportunity for investing? Why now?
- Which drivers (think of people, planet, and profit) make this the right move now?
- What is the TAM, PAM, SOM and SAM* – for SAM generate a bottoms up analysis
- Have a slide in the appendix that goes into detail on the TAM, PAM, SOM, and SAM analysis

* for details and definitions see: http://www.rakassociates.com/docs/PAM_TAM_SAM_SOM.pdf

The Competition

Can your team adapt to the competitive environment?

- Outline the direct and indirect competition
- How does your solution fill the gaps
- Use i.e. a diagram that puts competition on the X axis, title and key features on the Y axis
- Add back-up slides in appendix

Potential Risks and Risk Mitigation

There's always risk. Do you know where? How do you deal with it?

- Address all potential risks i.e. higher cost (of capital, maintenance, insurance, repair, etc.), price, supplier insolvency, regulatory, country risks, volume, etc.
- How will you address each one of them?

The Business Model

Do you focus on the right steps in the value chain?

- How do you make money and plan to become financially sustainable?
 - e.g. licensing, making and selling product, brokering, e-commerce, trading

Go-to Market Strategy

Most start-ups are incomplete on the selling side. Address how your business creates enthusiastic customers.

- Who is your target customer now, in 12 months, 36 months?
- Which existing channels will you leverage?
- Direct vs. indirect sales?
- This is where the rubber hits the road. You may want to get coaching on this
- This should be relatively detailed (“SEO” is not a go-to market strategy)
- Customer acquisition cost

The Financial Projections

We know it's just a projection. But we love discussing your assumptions.

- Five year pro-forma projections
- Pricing incl. price per item
- Per product / per project “unit profitability”
 - This is a very valuable “back of the envelope” calculation: how much does it cost to make and sell a “unit of product/service” and how much revenue does it generate?
- Revenue, COGS, Gross Margin, Key Opex (three or four line items) EBITDA, Cash-flow
- Have a slide in appendix with detailed five year for discussion if needed
 - Two years monthly, three years quarterly

The Capital to be Raised

Do we share the same vision of value and value-creation?

- How much money has already been invested?
- If priced, what was the last post-money valuation?
- How much are you raising now?
- Convertible note or equity?
- Which valuation? Future raises and plans?
- Give specific milestones (i.e. use of funds) tied to the value creation for the company

Do you plan an exit?

Exits are not always necessary as long as the business generates long-term financial growth

- If yes, who are potential buyers?
- What are comparable transactions?
- Seller, buyer, valuation, multiples (revenue and EBITDA), key drivers
- What is the most likely exit as you see it now? Which do you prefer?

Summarize all investment merits?

What do you see in us? What should we see in you?

- Why should we invest in you?

