
8 is GREAT: Mastering a 7 min Investor Pitch

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Investors are always looking for great companies to invest in. Speak to any investor, however, and they will tell you they are betting on the jockey, not the horse! Nevertheless, jockeys need to capture the attention of their audience and still present the "horse" as a potential winner. That's often tough to do in the typical time allotted at many conferences and investor forums.

After helping to prepare over 20 companies to pitch to investors at last week's Life Sciences Summit (7 min pitch with 3 min Q&A all done in 10 slides or less) and years of coaching CEOs on their funding strategies and pitch presentations, I wanted to share some tried, tested and true tips to ensure the very best outcome for our jockeys.

My uploaded pitch deck "template" (contact me for the ppt version - the pdf won't display the notes section) goes through the 8 crucial areas, in roughly

sequential order, that any pitch must contain. The content, data, stylistic elements, template is all yours to do what you need to do to tell your story. But 8 is great (unless it's 8 inches of water piling up in the basement after a storm...) and in our experience, any pitch is incomplete if you don't address these 8 items when pitching to investors:

1. Unmet Need
2. Market Opportunity
3. Solution
4. PoC Data
5. Competitive Landscape
6. IP Strategy / Status
7. Product Development
Plan/Status/Commercial Strategy
8. Team

Putting some thought, a bit of elbow grease, and lots of practice will help you master the basics and prepare you for covering the essentials when you do your pitch. Hopefully the numbers all add up to an attractive IRR for your investors. If not, maybe private equity is not the route for your technology, or you need to re-think your business plan. Mentors are particularly helpful in that case and may be able to identify other companies in similar business that yielded positive ROI to their investors. So roll up your sleeves and get cracking on the 8 essentials that make up a good deck!