



The investor pitch

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Pitching categories

→ **The elevator pitch** – explaining your idea and solution orally in less than 1 minute

→ **The investor pitch** – attract the investor's interest for further meetings
Typically between 5-10 minutes

→ **The investor presentation**
1:1 meeting 60 minutes
(20-30 min presentation)

It's all about...

Getting noticed

because you will face strong competition from other startups

The investor pitch content

1. Who you are
2. The problem
3. The solution and what is unique
4. The value proposition
5. The market and customers
6. The competition
7. The business model & how to make money
8. The team
9. Customer validation or testimonials
10. Ask for funding & the runway

Story-telling

A few practical tips at the end

- Show – and tell, don't write
- Don't talk too fast
- Pictures are better than text but be aware of copyright.
- Practice makes perfect
- Avoid details!
- A well designed pitch can make the difference.
You can use www.canva.com yourself, or hire help from an online design company like www.fiverr.com
- You should send a link to a cloud-based pdf-file (i.e. Google Drive) to ensure that your investor pitch is always up to date. Never send a ppt-file.
- Make sure your investor pitch can tell the story without your presence