

Making Your Case To Investors©

Convincing investors (i.e., Venture Capitalists, Business Angels, etc.) to invest their money in your company usually requires using one or more presentation approaches. The presentation methods include: *Elevator Pitch*, *Business Plan Executive Summary*, *PowerPoint Presentation* and *Business Plan*.

Elevator Pitch

A brief, oral, concise, sixty-second business presentation made by an entrepreneur to a potential investor is perhaps the best way to describe an elevator pitch.

The interaction usually occurs at an after-work affair or during a chance meeting, presumably riding an elevator. In any case, the you can utilize the encounter as an opportunity to convey your company's situation (*i.e., business model, product need, product solution, target buyers, competitors, competitive advantage, marketing strategy, financial projects and exit strategy*) and persuade an investor why your firm deserves financial backing.

Business Plan Executive Summary

Before a capital investor reads your company's business plan, he/she prefers to review a two-page executive summary that highlights key details about your company. The business plan executive summary represents a short introduction piece designed to entice capital investors and invite them to request a meeting and/or a complete copy of your company's business plan.

PowerPoint Presentation

Utilizing 12 to 15 PowerPoint slides, your company will be given an opportunity to present a compelling case why an investor should invest in your firm. Whether it's a scheduled one-on-one meeting or making a presentation at a pitch event, the PowerPoint presentation is the most effective way to communicate directly with potential investors.

Business Plan

Few, if any, companies receive investment capital without a written business plan. In fact, investors are interested in reviewing a business plan presentation that fully describes how your company plans to succeed in its industry, what type of customers will purchase your company's product, who will lead your company, how your company's product will be manufactured, promoted and distributed, and who are your company's competitors and their competing products.

To learn more and see actual examples of these presentation methods, checkout Eighteen Venture's publication, "*Getting Your Point Across: Developing Effective Capital Investment Presentations.*" The publication can be found on our website at www.EighteenVentures.com