

Investment **\$**eeking *Manifesto*

Internalise and use these 7 “pitch” strategies whenever you are seeking investment

1

I will keep my Elevator Pitch 60 seconds or less. I must make my pitch short and to the point, making sure it showcases my knowledge and I can deliver it in an unhurried manner.

2

I will keep my Pitch Deck short as well. The most time I can reasonably expect from serious investors is 30 minutes so I will use 15 minutes for my 10 -12 slides and 15 minutes for their questions.

3

I will put as much as 80% of my effort in my Executive Summary. I recognize that it might be the only thing that my potential investor might read and that it sets the tone for my entire business plan. It can also make the difference between if I’m funded or not.

4

I will learn when to ask for a Non-Disclosure Agreement. Asking a potential investor to sign an NDA, before I have even shared an idea or executive summary with him or her is not the thing to do. I will ask only when I’m sharing a full business plan.

5

I will not overlook a realistic Exit Strategy for investors. I will remember that while I want to “save the world” the investor wants to know “How do I make a lot of money in the short to medium term (3 to 7 years) and get out of this business?”

6

I will not send my proposal to an investor without prior arrangement. I know that if I do, it is likely to remain in the “Unsolicited, Unopened Pile” unless I have someone act as a reference before my proposal is delivered.

7

I will listen to feedback from the potential investor. I will not get my hackles up at the tough questions investors will ask me. I will answer with pride because I know that they are only interested in justifying the investment of such a large sum of money.



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