

WBAF

World Business Angels
Investment Forum



How to pitch to investors

FEB 2019

Maryam Najafi

Important factors affecting your pitch



Seven killing sins in negotiation



How to speak so that people want to listen | Julian Treasure

gossip
judging
negativity
complaining
excuses
lying
dogmatism

Red Flags

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Four pillars in negotiation:

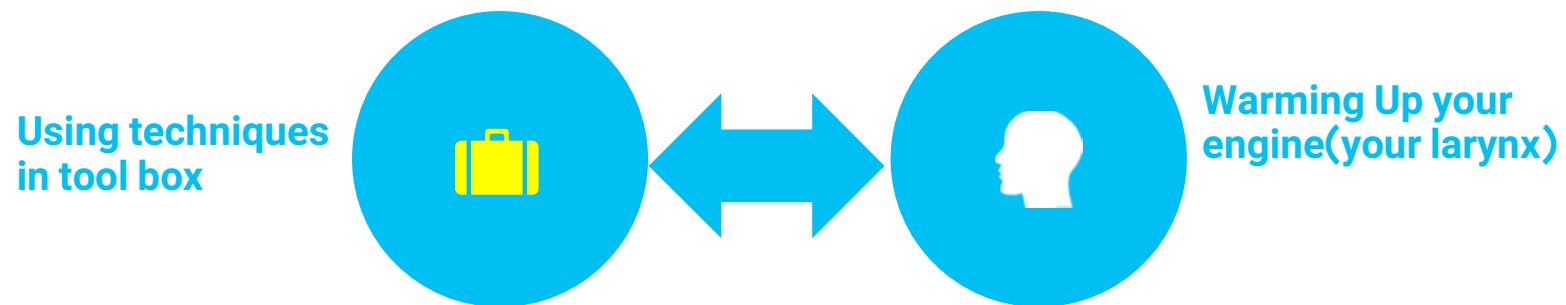
Honesty be clear and straight

Authenticity be yourself

Integrity be your word

Love wish them well

Two Things you should do before pitching

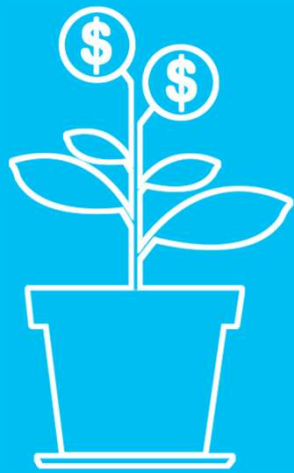


USE TECHNIQUES IN SPEECH TOOLBOX:



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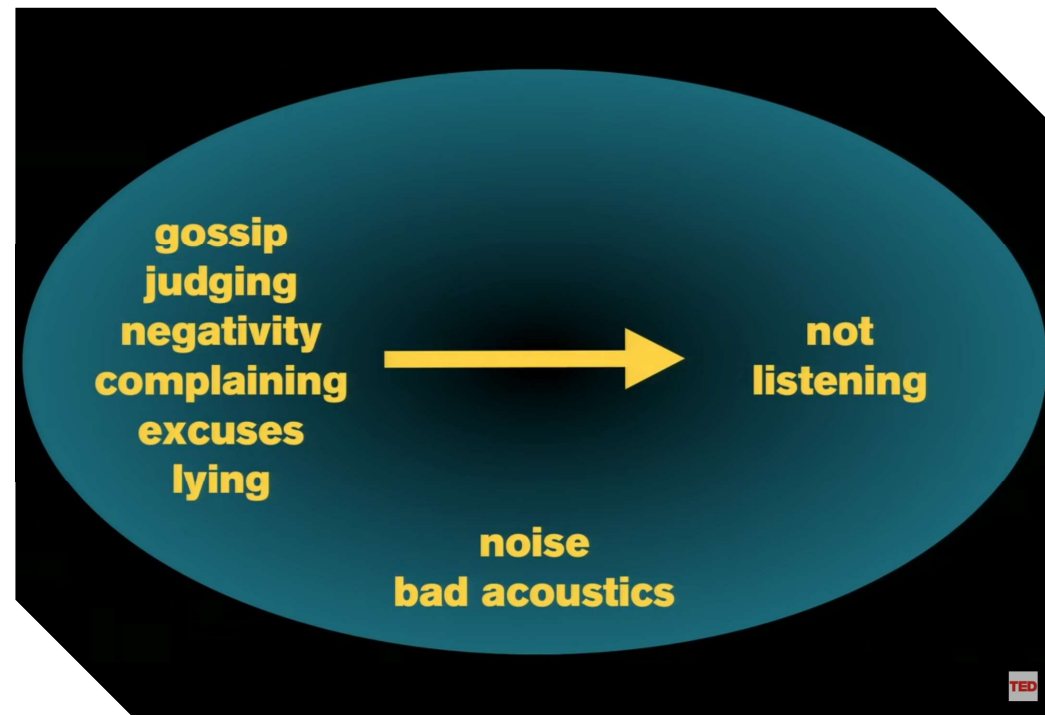
Warm Up your voice before pitching



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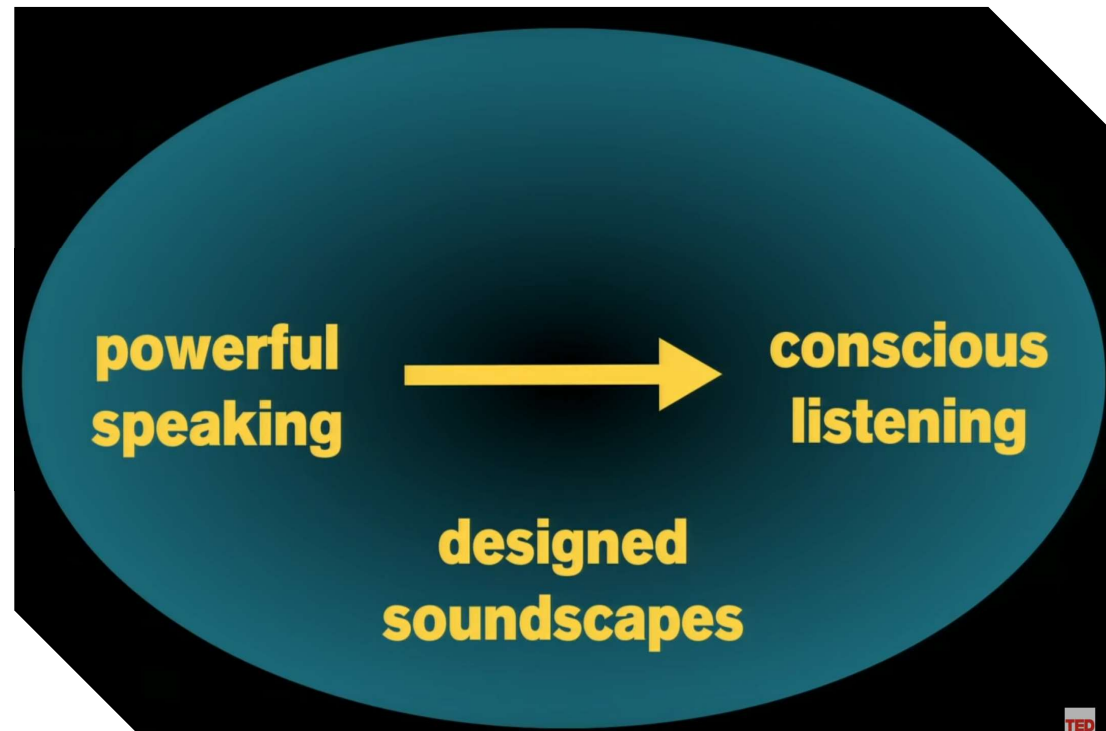
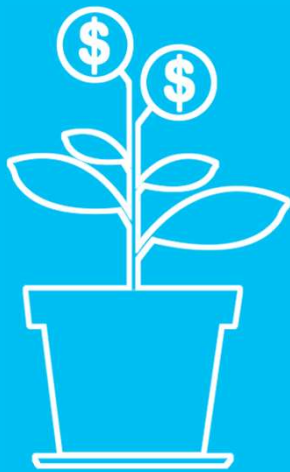
Why you loose the attention of your audience



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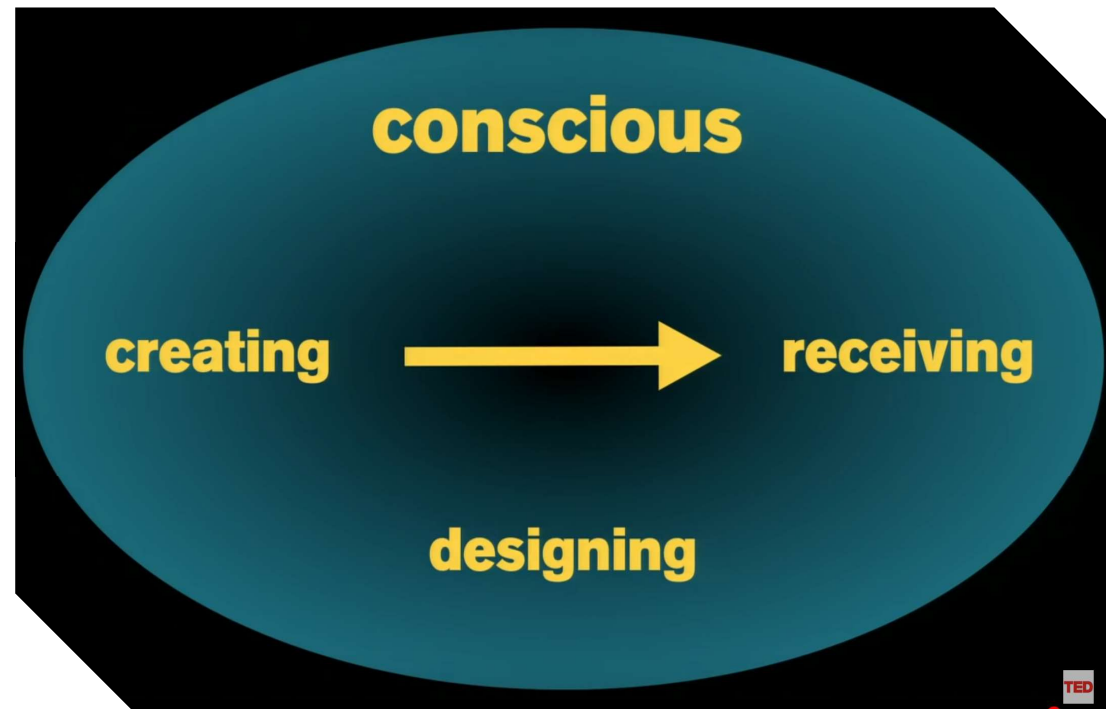
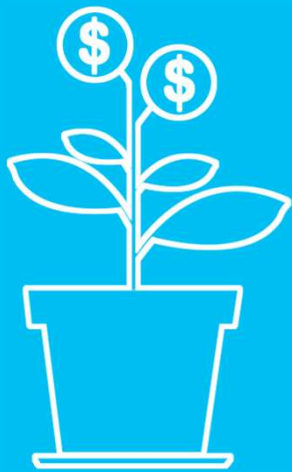
How to grab the attention of your audience



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Result of attracting audienc

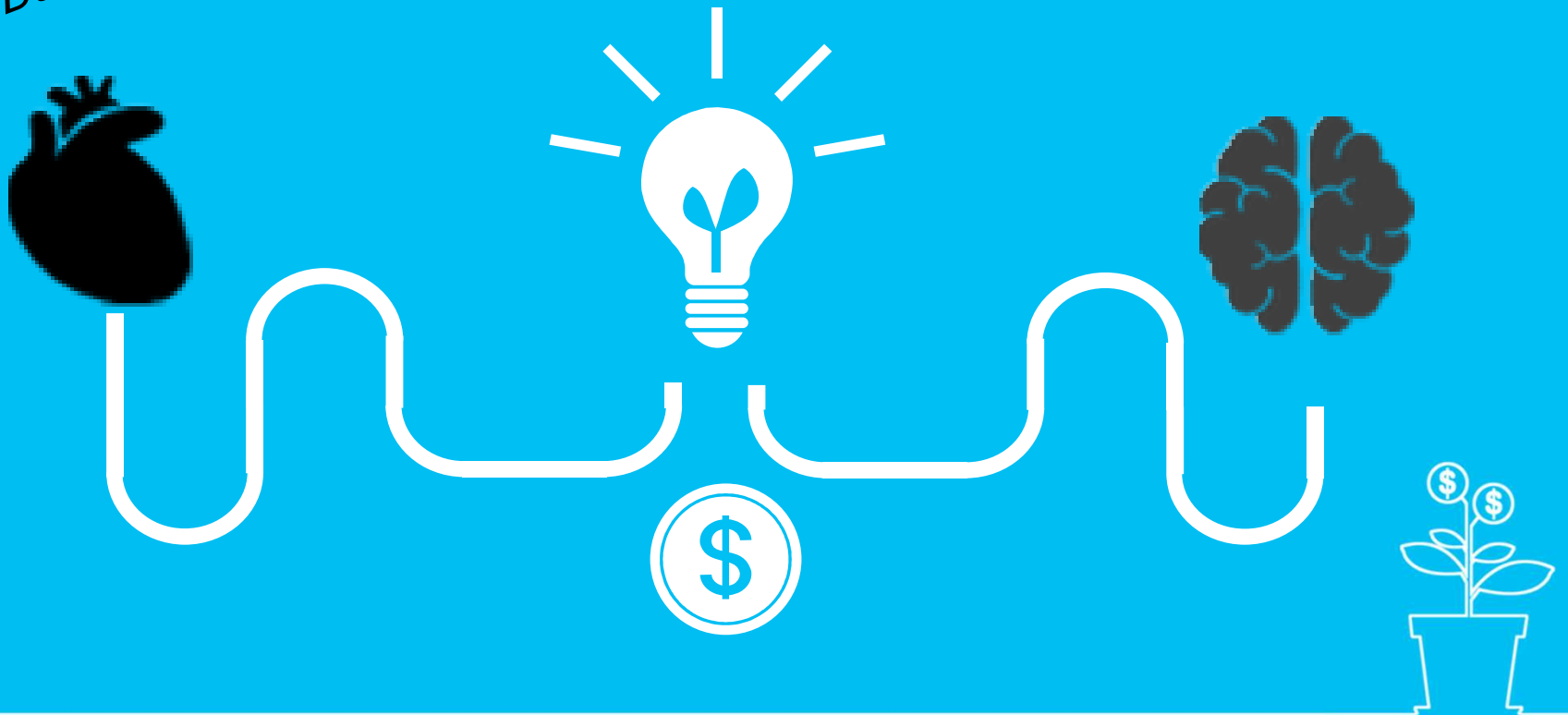


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A good pitch must get connected with the investor's heart and brain

But How?

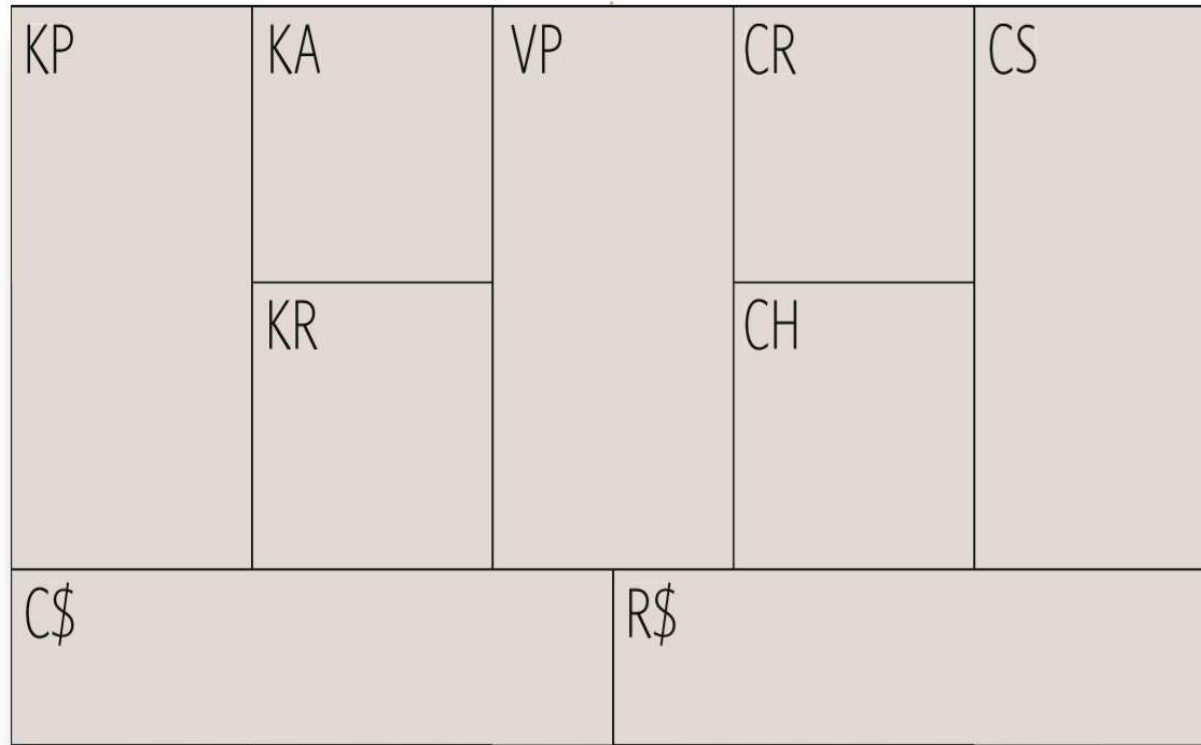


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Tell the story of your Business

**Left sphere of
brain(logics)**
LEFT CANVAS
efficiency



**Right sphere of
brain(emotions)**
RIGHT CANVAS
value

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What is the story of your business?



What investors want to know:

Your business model

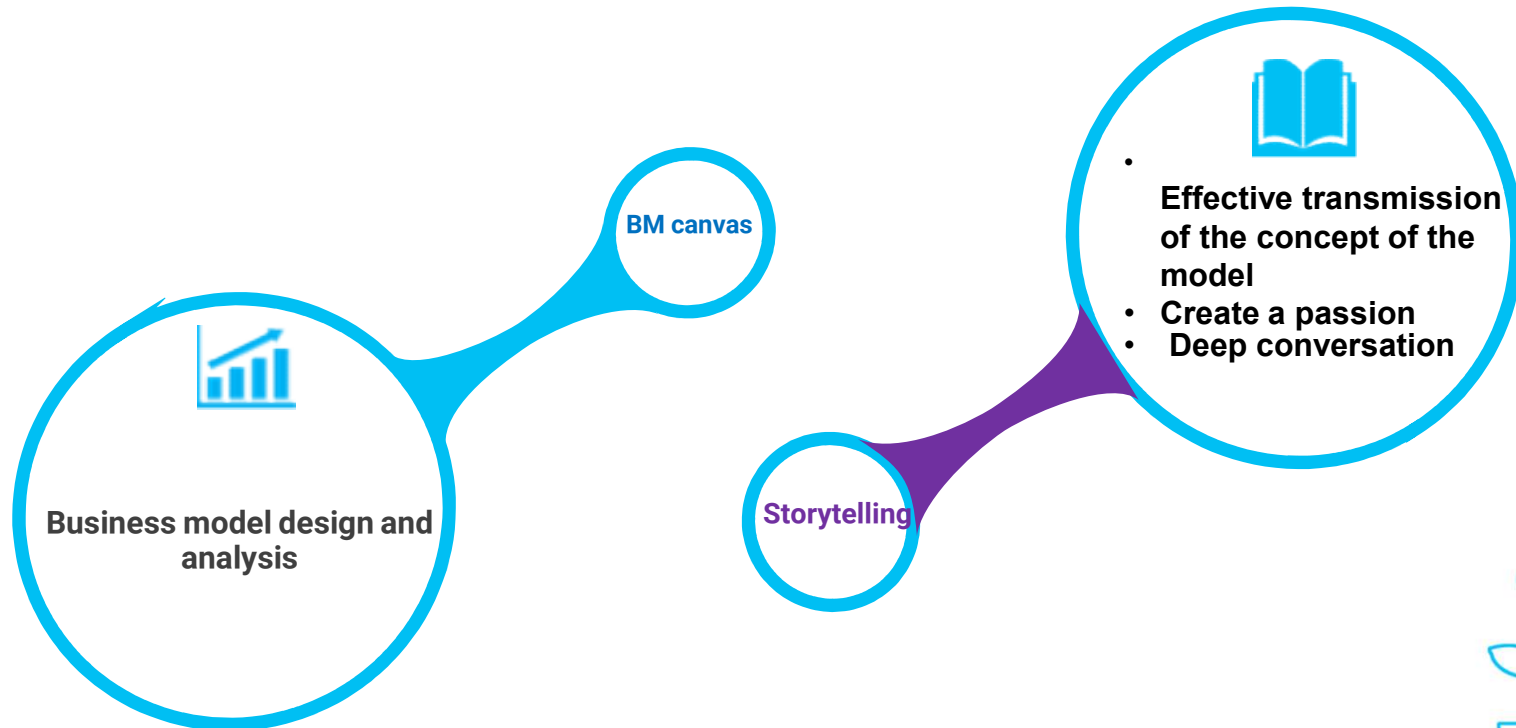


How you create
value for
customers



Revenue
model

Storytelling's Value





PITCH DECK STRUCTURE

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THE ELEVATOR PITCH

Ditch the jargon & use terms anyone could understand

SO WHAT THE HECK DO YOU DO?



How would you explain your business in 30-seconds or less?

Can you describe it in a short, simple and memorable way?

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THE PROBLEM

What's the big, gut-wrenching,
kick-in-the-crotch problem you solve?

COMPELLING SOCIAL PROOF

“Incorporate a third-party quote that stresses the gravity of the problem.”

- *Einstein*



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THE SOLUTION

How does your kick-ass company completely eradicate this problem?

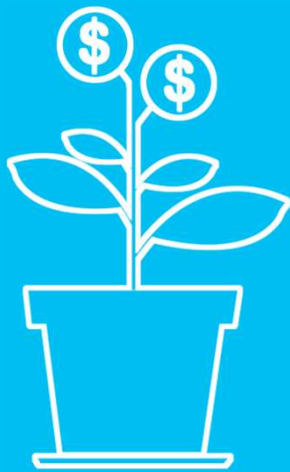
How do you do it better than anyone else?

CUSTOMER TESTIMONIAL

“I can finally sleep at night. My house has also appreciated in value, and my hair is noticeably thicker.”

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THE PRODUCT



How does your product work,
and what does it look like?

Can you run a live demo to show it off?

Always have a backup!

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THE BUSINESS MODEL

Prioritise revenue sources by current and future importance

What are your main sources of revenue, and which have the most potential?

What do your key performance metrics, like churn, MRR and ASP, look like?



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THE TIMING

Why is **now** the right time
for your business to succeed?

MORE SOCIAL PROOF

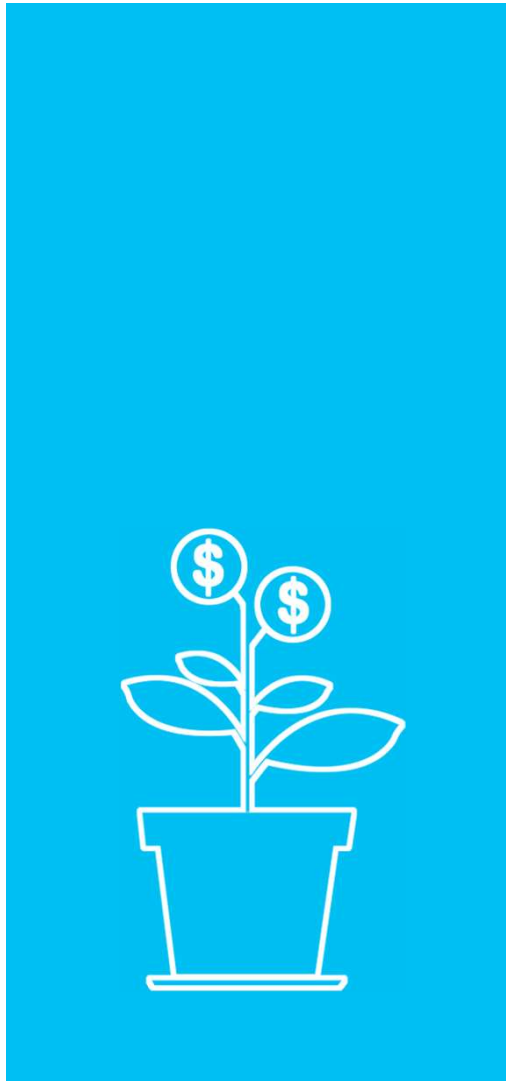
“Time waits for nobody, time waits for no-one,
we've got to build this world together, or we'll have no
more future at all.”

- Freddie Mercury



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THE MARKET

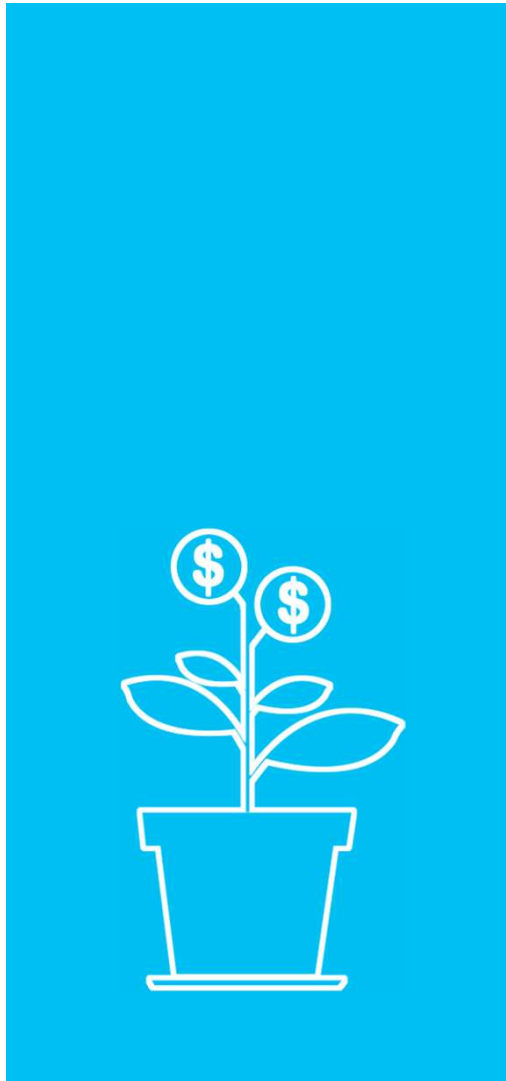
How big is the potential market
for your product?

What inroads have you made,
and which markets represent the
biggest opportunities?



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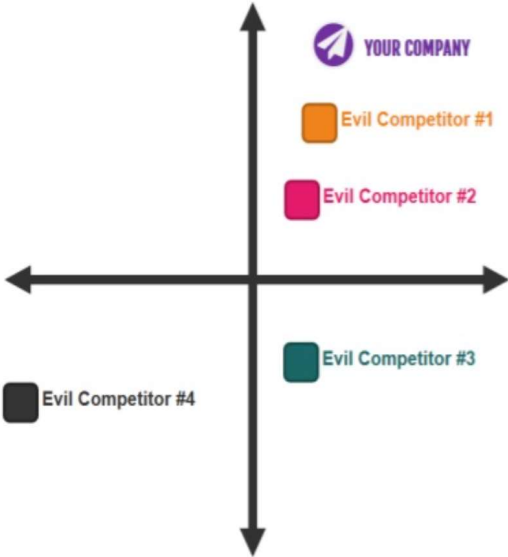


THE COMPETITION

Who are you up against?

How are you better than or different from these competitors?

Remember: be realistic & honest!





THE TEAM

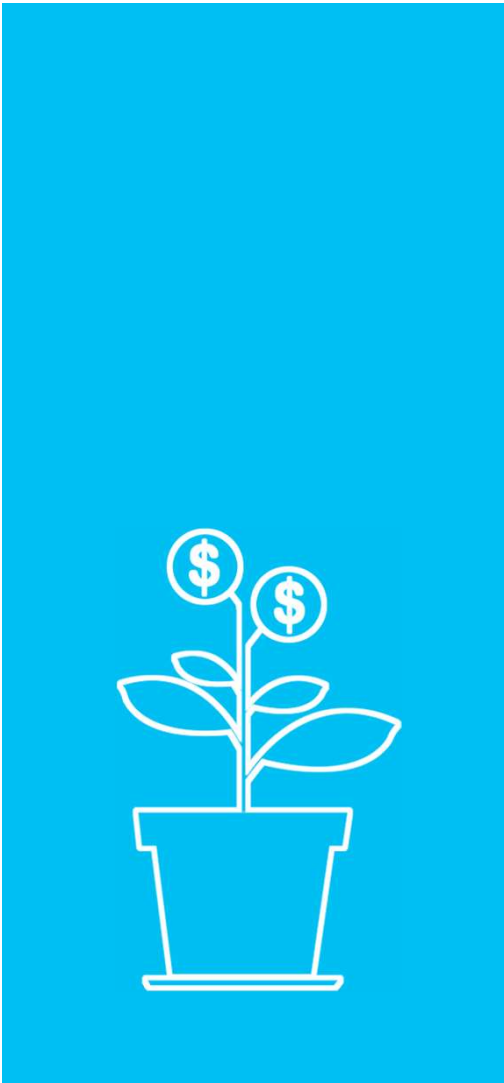


Who are you guys and gals,
and what experiences and
past successes do you have?

*Think sold companies,
sales/marketing experience
& development skills*

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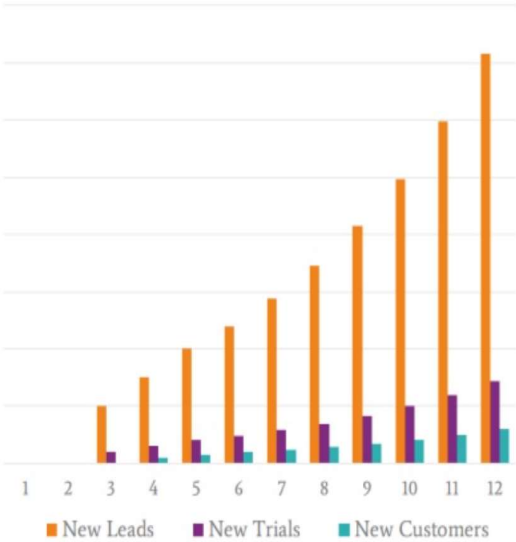


THE FINANCIALS

How much are you raising?

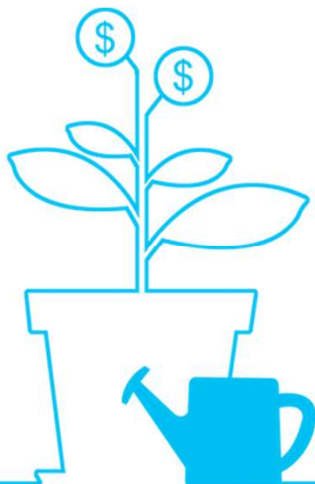
How will this investment change your business and its growth?

*Will you hire? Increase marketing spend?
Scale up your infrastructure?*



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Angel investors recommendations

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Baybars Altuntas
Chairman of WBAF
Angel investor

Entrepreneurs must be able to tell the key aspects of their business in the first 5 minutes (Don't forget to cover financials and exit strategy) Otherwise their pitch would be really boring and they will lose the investors attention.



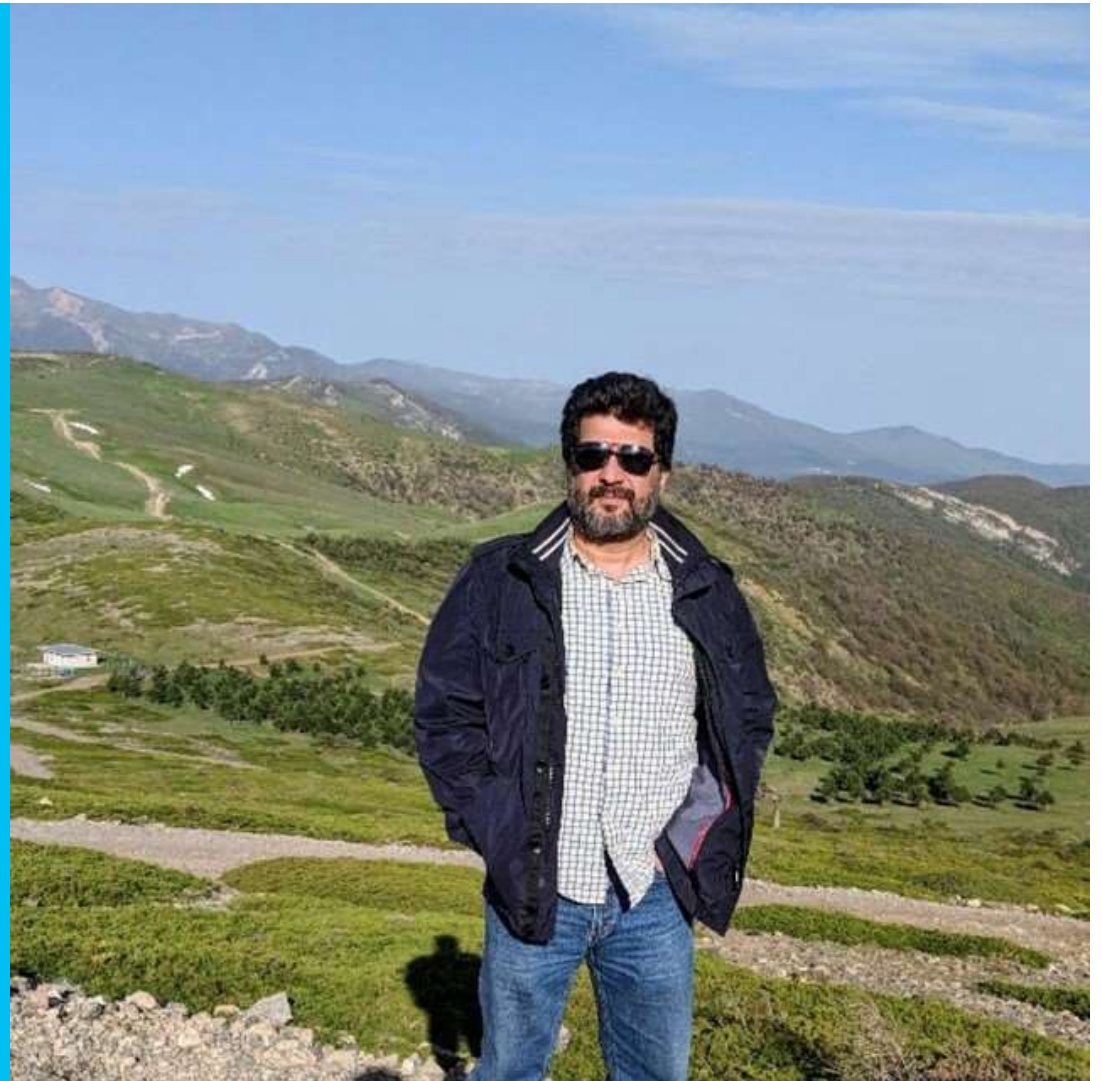
Reza Rouhi
Serial entrepreneur
Angel investor

Entrepreneurs should be completely aware of what they are pitching to investors and must believe in it.



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Jalal Ahmadzadeh
Entrepreneur
Angel investor

Having a good idea is not everything. Some young entrepreneurs are too excited about their idea.



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Mehdi Hasanzadeh
Entrepreneur
Angel investor

- Be realistic about your startup valuation
- Take care about your burn rate
- Manage the fund raised in best way (Specially HR costs)



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Mahdi Zivdar

Venture capitalist advisor & mentor

Fundraising doesn't make
your KPI's grow.
Meeting your business's
targets leads to
fundraising.



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Mahdi Mazaheri

Investment manager of a fund

- **It's really important to know who are attending the evaluation meeting. This will lead to being more focused on important data that should be delivered and havr a better time management.**
- **Avoid using extremes**
- **To avoid unreal valuations study more about stock exchange market to get more familiar with real data of capital market and financial rates in the market.**





**Thanks for your
attention**

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References

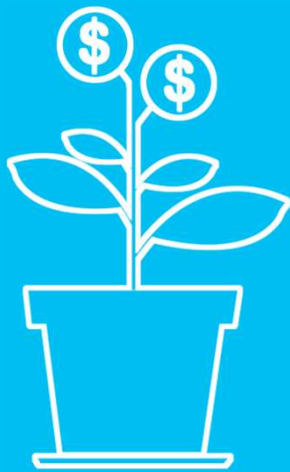
- THE STARTUP FUNDING BIBLE: HOW TO RAISE MONEY LIKE A UNICORN
By Ryan Law on Wed, Jan 4, 2017
- How to speak so that people want to listen / TED talk by Julian Tressure



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“

Investors see a lot of pitches. In a single year, the classic general partner in a venture firm is exposed to around 5,000 pitches; decides to look more closely at 600 to 800 of them; and ends up doing between 0 and 2 deals. The goal of an entrepreneur is to be one of those deals.

– Reid Hoffman, LinkedIn

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