

# Practical Advice For Pitching Investors



Summary by



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# Overview

The document presents a comprehensive interview with Dan Coughlan, an investment manager at Airtree Ventures, offering valuable insights and practical advice for founders on how to effectively pitch to investors. It highlights the importance of understanding the investor's perspective, tailoring the presentation to the specific stage of the meeting, and adopting a conversational style to engage potential investors.

## 20-Point Guide

- Emphasize the founder's passion and deep understanding of the business.
- Prioritize clear and concise communication of the business model.
- Tailor the pitch to reflect the meeting's stage and the investor's familiarity with the business.
- Avoid over-reliance on market sizing and competitor comparison slides.
- Focus on the unique aspects and strategic direction of the business.
- Understand the investor's perspective and address their potential concerns.
- Highlight the problem being solved and the business's value proposition.
- Clearly articulate the business's growth potential and market opportunity.
- Demonstrate a strong understanding of the target customer and market dynamics.
- Showcase the team's expertise, experience, and commitment to the business.
- Provide a clear and realistic financial projection and business milestones.
- Address potential risks and the strategies in place to mitigate them.
- Engage investors with a compelling story that connects emotionally and logically.
- Present a well-structured pitch deck that is visually appealing and easy to follow.
- Be prepared to answer questions thoroughly and with confidence.
- Show flexibility and openness to feedback during the pitch.
- Build a relationship with the investor beyond the pitch meeting.
- Research the investor's portfolio and align the pitch with their investment thesis.
- Follow up after the meeting with additional information and answers to pending questions.
- Continuously refine the pitch based on feedback and new developments in the business.

This summary encapsulates the key points and strategies discussed by Dan Coughlan, offering a roadmap for founders to improve their pitching skills and increase their chances of securing investment.