

# Mastering the VC Pitch

Co:Act

Summary by



InhouseVentures

# Overview

In the world of startup financing, making the right impression on potential investors is as crucial as having a groundbreaking idea. Kate Erickson, a seasoned partner at Coact Capital, shares invaluable insights from her extensive experience with early-stage Australian companies. In a candid conversation, she emphasizes the significance of founders' mindset and engagement over conventional pitch decks, offering a fresh perspective on navigating venture capital meetings.

## 20-Point Summary:

- Introduction to Pitching: Start with a confident introduction, highlighting your company's mission and vision.
- Importance of Mindset: Approach pitching with a partnership mindset rather than a transactional one.
- Elevator Pitch: Be prepared to deliver a concise summary of your business and its value proposition.
- Understanding Your Audience: Recognize that VCs are looking for promising businesses and are inherently on your side.
- Discuss Challenges Openly: Share challenges and learnings openly to establish credibility and trust.
- Highlight Key Problems and Solutions: Clearly articulate the problem you're solving and your innovative solution.
- Showcase Market Understanding: Demonstrate a deep understanding of the market and industry trends.
- Financial Projections: Present realistic and detailed financial forecasts.
- Team Strengths: Emphasize the experience and skills of your team.
- Product/Market Fit: Provide evidence of product/market fit, such as customer feedback or pilot results.
- Business Model Clarity: Clearly explain how your business makes money.
- Competitive Advantage: Discuss what sets your solution apart from competitors.
- Fundraising Details: Be clear about how much you're raising and what the funds will be used for.
- Investor Engagement: Engage with investors by asking questions and anticipating their concerns.
- Scalability of Solution: Show how your solution can scale effectively.

- Compliance and Stage Appropriateness: Ensure your venture meets the criteria and stage requirements of the VC.
- Use of Funds: Explain how the funds raised will be allocated to achieve growth.
- Long-Term Vision: Share your long-term goals and how you plan to achieve them.
- Investor Fit: Assess and discuss why your company is a good fit for the potential investor's portfolio.
- Closing and Follow-Up: End with a strong close and establish next steps, such as providing access to a data room or additional documentation.