

# INVESTOR PITCH

PROVE YOUR VALUE



[source](#)

This is a big day, the culmination of your team's efforts. Your team is poised to pitch to investors. Your challenge is to communicate your value to someone who may be able to help you.

If your team doesn't need seed money, you may be able to bootstrap your way into the market. But remember, no one can do it alone. You may need an investor who is a valuable partner, advisor or coach--which is also a legitimate ask.

Whether your team gets what it wants in response to this pitch simulation, this is a real experience. Your pitch will be evaluated by

investors. You may get what you want or you may fail. Be assured, many startups don't get what they want the first time they pitch. It may take many pitches to attract the right investor or partner.

## WHAT YOU'LL DO

You will pitch your product or service to one or more investors, seeking an ask. This may range from money in exchange for equity shares to mentoring or advising.

## PREPARATION AND MATERIALS

Getting ready for your investor pitch involves more than the pitch itself. It may be part of an event where a number of teams present. In that case, there could be a required dress code and an assigned order. Your pitch deck may need to be saved to a thumb drive or the cloud. Check with your Facilitator about how to prepare in addition to practicing your pitch.

## THE INVESTOR PITCH

Be ready to start on time.

Usually, a pitch event goes like this:

- A team gives its pitch.
- If questions from investors are part of the format, questions wait until the presenters ask for them.
- No questions are allowed from the audience (unless agreed upon in advance)
- Time for the pitch as well as questions and answers is usually limited. Watch your time.

Investors may use an [evaluation form like this](#) to provide feedback.

Depending on the type of event format selected, an investor's offer may be made at the conclusion of your pitch or during the networking time that follows.

Since this pitch event concludes the simulation, if your team gets an offer, you should decide on the spot whether to accept it or not. In the case of a real investment, a term sheet would eventually be signed (but never right away). Without a term sheet, there is no actual agreement.

Now that you've 'tasted' what the early stage of a startup is like, are you ready for more? If you are, talk to your Facilitator.