



TWO RIVERS
ANGEL NETWORK

PITCHING TO ANGEL INVESTORS
An Outline for Entrepreneurs

OPENING SLIDE



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- **Venture name**
- **Location**
- **Tagline—what you do**
- **Presenter(s) name and title**
- **Contact info**

COMPANY
OVERVIEW



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- **Core competency and core values**
 - What you do best
 - Uniqueness
 - Milestones to date
- **Success so far in the marketplace**
- **Target market**

PROBLEM YOU SOLVE



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- **Big, important problem you solve or need you meet**
- **Opportunity you can seize**
- **Size and scope of market opportunity**
- **Trends in your favor**

SOLUTION



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- **What you are offering to whom (who are you helping)**
- **How you solve the problem/need**
- **How you disrupt or innovate**
- **Exactly who is the buyer/customer who cares?**
- **Who benefits**

TECHNOLOGIES



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- Uniqueness and advantage
- Secret sauce, intellectual property
- Barriers to competitive entry
- Role of technology
- Other advantages and benefits

COMPETITION



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- **Strength/weakness of competition**
- **Reasons to buy over the alternatives**
- **Your Niche**
- **Competitive advantage**
- **Will customers buy what you offer?**

GO TO MARKET



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- **Market strategy—are you disruptive?**
- **Critical hurdles and your jumps over them**
- **Pipeline to customers is...**
- **Strategic partners**
- **Sales model—the transaction**
- **Sales cycle**

BUSINESS MODEL



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- B2B or B2C
- How do you make (*lots of*) money?
- Good pricing and how to sustain it
- How to hold down costs s-t-r-e-t-c-h \$\$
- Key financial assumptions
- Timelines and status

FINANCIALS



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- Metrics that drive revenues and expenses (customers, sales, new markets)
- Revenue/expenses/profits
- Cash flow when?
- 3-5 year projections
- Bottom up forecasts (not top down)

FINANCIALS



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- Capitalization requirements
- Use of funds for meaningful milestones
- Rounds of financing—more milestones
- Dilution considerations
- Valuation
- Exit strategy with ROI for investors

C TEAM



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- **3-4 key leaders—CEO, CFO, others**
- **Relevant accomplishments (not life story)**
- **Why this team can execute the plan**
- **Other key talent needed and how you will fill the gap**

CALL TO ACTION



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- **Summary—tagline, mantra**
- **Elevator pitch**
- **Core value proposition**
- **Why memorable, unique, and a rocket**
- **Why invest (call to action)**
- **Q & A**