
Understanding the Pitch Process

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What I'll be Discussing

→ How do angel groups find you/how do you get invited to pitch?

Pitch Deck and Presentation Overview

Pitch day: What to expect

Questions to expect

Post pitch follow up



Angels - How do they find you?

It's just like sales and marketing. You should treat this like a sales process. In general, Angels find you by:

→ **Networking**

You get a warm introduction

→ **Cold Outreach**

You send a cold email or LinkedIn

→ **They Find you**

You're active on LinkedIn, social media or in the innovation community

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Do your research before reaching out to angel groups

This greatly increases your chances of success



Tip

Google angel groups and the people you want to connect with.

You should have a sense if your idea is a fit for those groups just by a little internet research..

How to get a meeting:

Research angel groups/investors online

Make a list and force rank 'best fit' to 'not a fit'

Start reaching out to people in your network for an intro

Submit your business plan

Get feedback on your pitch, take notes and add questions to the appendix slides

Go down your list reaching out until you get a meeting



Pitch deck presentation

Keep it Simple! You have a finite amount of time to share your idea:

- **Hit the key points early**
The clock starts to tick from time you sit down
- **Leave technical jargon to appendix**
Unless they ask you
- **Tell the truth**
Don't overstate anything, you lose credibility in diligence



Tip

The pitch is a way for investors to see what it would be like to work with you--it's an important first impression!.

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Must Have Slides in your presentation

Problem

Solution

TAM

Business Model



Tip

Keep it simple, you should be able to answer these questions easily.

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Must Have Slides continued

How it works

Team

Competition

Traction to date



Tip

Don't let data stand alone. Always relate it back to a story you've already told, in this case, Marco's shop.

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Optional Slides/Appendix

Technical details

IP

Deal Terms

Revenue



Tip

If you get a question during your presentation and you don't know the answer: you should add that to your appendix.

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EXAMPLE: AIRBNB

Problem

Price is a important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

A web platform where users can rent out their space to host travelers to:

**SAVE
MONEY**

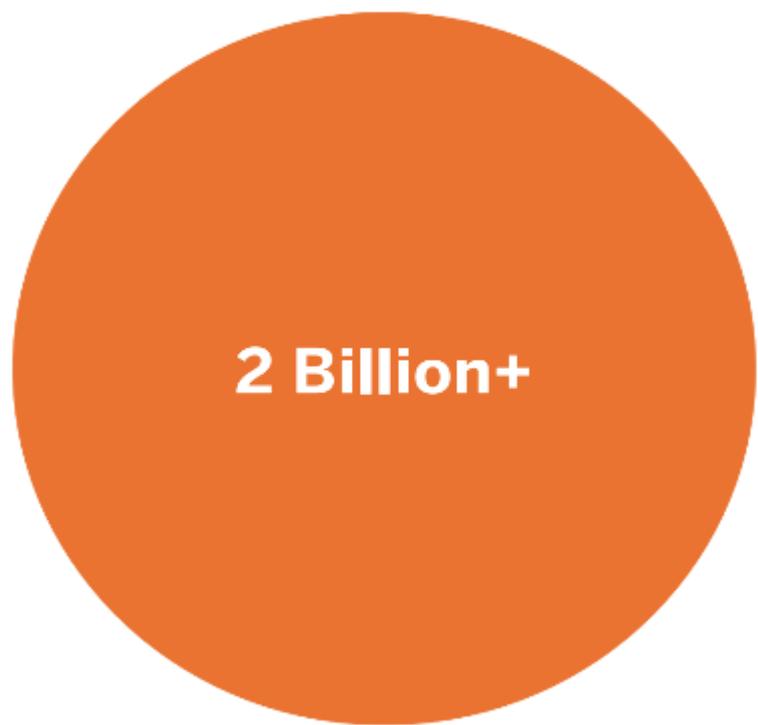
when traveling

**MAKE
MONEY**

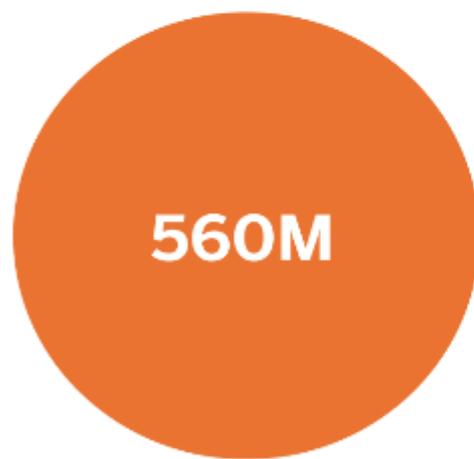
when hosting

**SHARE
CULTURE**

local connection to the city



TRIPS BOOKED (WORLDWIDE)



BUDGET&ONLINE



TRIPS W/AB&B

We take a 10% commission on each transaction.



Competition

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AFFORDABLE



craigslist



AirBed&Breakfast™



OFFLINE TRANSACTION



ONLINE TRANSACTION



rentobi.com
short term housing & vacation rentals



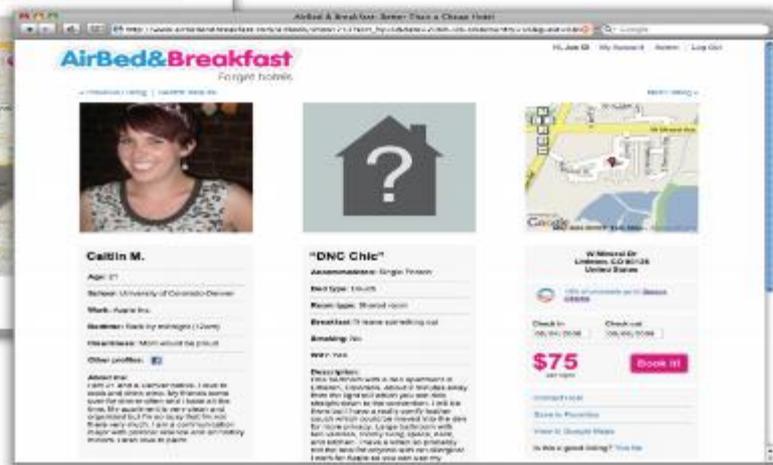
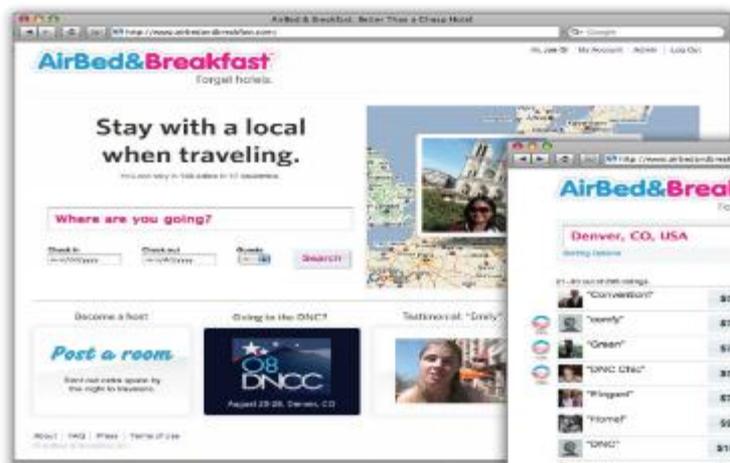
SEARCH BY CITY



REVIEW LISTINGS



BOOK IT!



PITCH DAY TIPS

→ Come on time

Know your technology

Be prepared to get interrupted during your presentation

Answer the question you are asked

If you don't know an answer, follow up later via email

Post pitch follow up



POST PITCH

Always send a thank you email it's just a good practice

- **Follow up with answers**
To questions you didn't answer
- **Ask about their process**
You don't know how long it can take
- **Always be polite**
You never know who can provide a referral even if they say they won't invest



Tip

Keep up with people you pitch with and provide them with updates each quarter for anything relevant in your business.

Questions you may be asked

→ Why start this business now?

What are 2-3 things that will kill your business

How long will this money last you? And when will you raise money again?

What is your competitive advantage?

THANK YOU

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