



Office Hours



Welcome to Office Hours

- A relaxed, informal, free mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online, along with many previous week's recordings
- All recordings will be archived in our member's area



The Reasons

- Being a successful small business owner is a great experience!
- But it's tough - you need training
- I want you to get to know me
- I care – I want you to succeed!



Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A



Today's Topic:

- Batter Up! –
Pitching to Investors



The Key Performance Areas



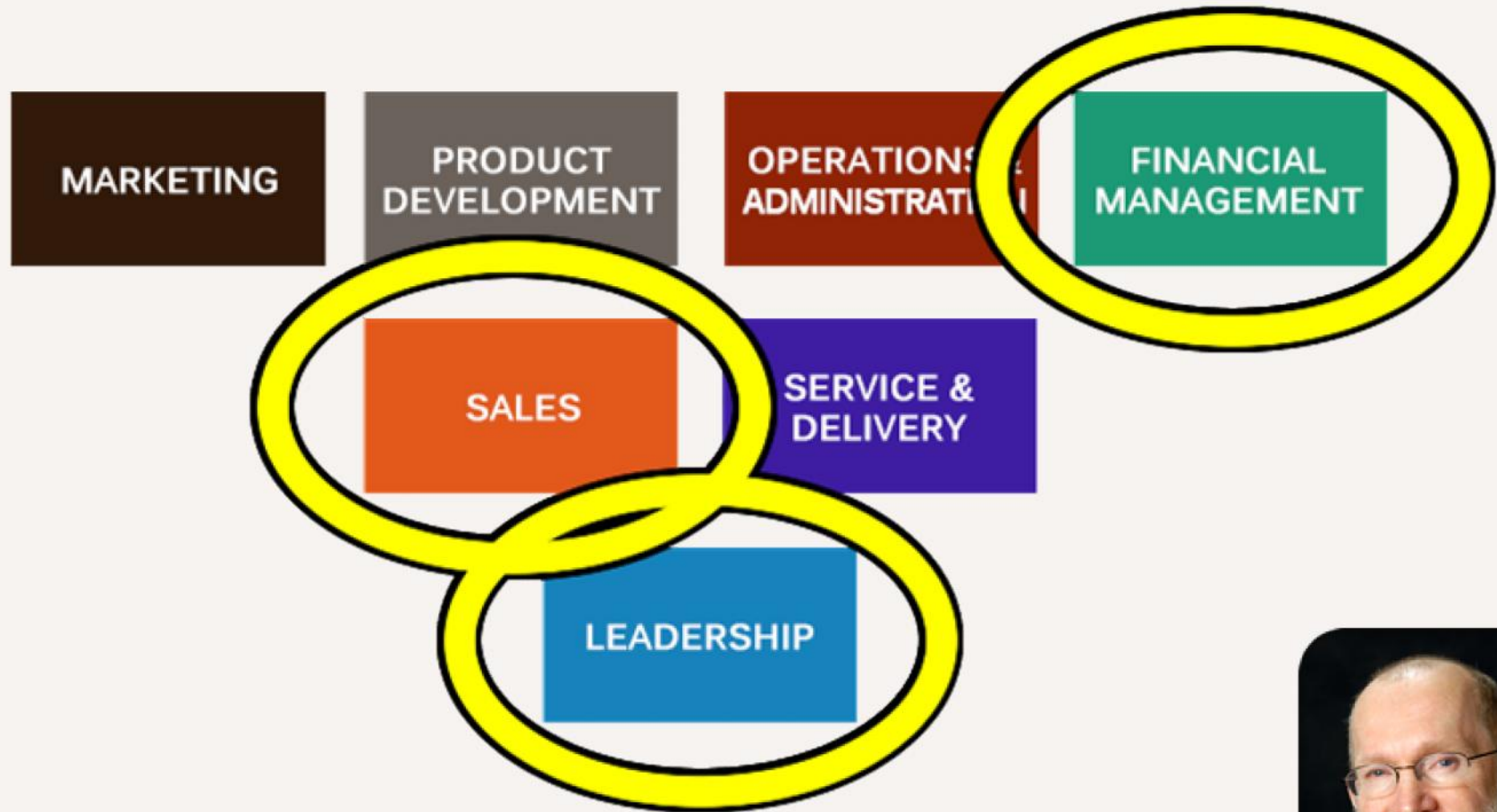
The Key Performance Areas



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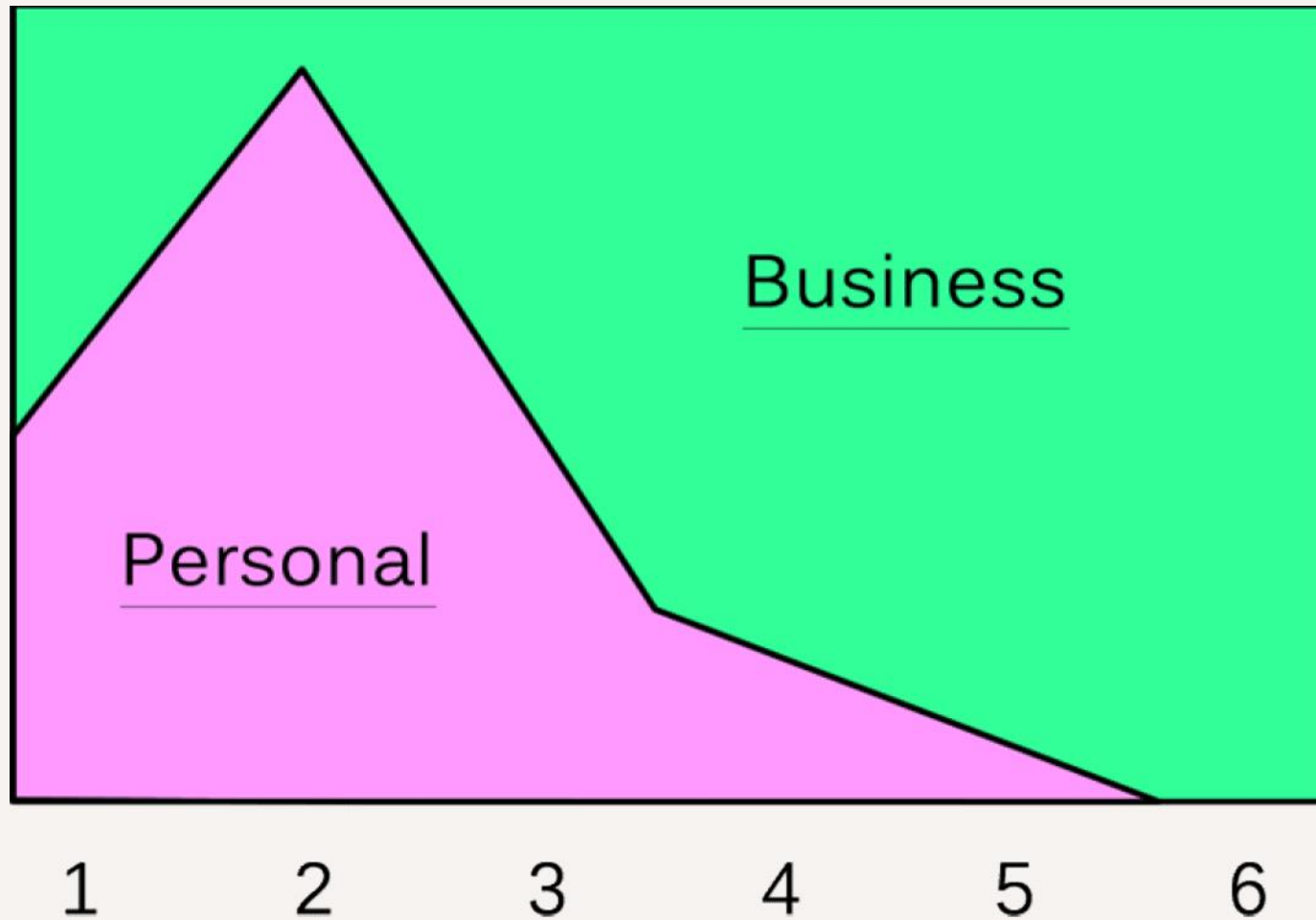


Office Hours 18 – The Six Stages

- Stage 1: Founders
- Stage 2: Family and Friends
- Stage 3: Friendly Angels
- Stage 4: Other Angels
- Stage 5: Angel Groups
- Stage 6: Funds and Institutional Investors



Business and Personal



Progress and Sophistication

- Document and presentation quality
- Team
- Market traction
- Your plan to make money and grow a valuable business
- Other investors



Investor Motivation

- Individuals
- Professional Investors
- Corporations



Individuals

- Support
- Fun
- Return on Investment
- Control



Professional Investors

- Return on Investment
- Strategic Advantage
- Rollup Strategy



Corporations

- Strategic Advantage
- Competitive Buffer
- Cheapest form of R&D



Pitch Events

- Private and informal
 - Typical in early stages
 - Family, founders, friends
- Private and formal
 - For experienced Angels
- Group and formal
 - For pitch events



An Angel Group Pitch Event

- Application
- Preliminary pitch / meeting
- Go / No-Go
- Dozens of companies
- Five minute presentation
- Two minute Q&A
- Panelists / Investors meet together afterwards to discuss the pitches



The Pitch Itself

- Attention Grabber
- Management Team
- Advisors & Directors
- The Market Size
- The Opportunity
- Products and Services
- Progress
- Revenue Model
- Fin. Projections
- The Request
- Exit Strategy



Attention Grabber

- A compelling headline about why they should pay attention to you
- Make it dramatic or funny...
- ... but get their attention!
- Passion and statistics are very good



Management Team

- List CEO and key management personnel by name
- Include previous accomplishments to show these are people with a record of success
- Summarize number of years of experience in this field



Advisors and Directors

- Members of your Board of Directors, and their qualifications and experience
- Attorneys, marketing support team, strategy team, industry experts, etc.
- May also include alliance partners



Market Size

- Market: past, present, & future:
 - Review the changes in market share, leadership, players, market shifts, costs, pricing, or competition that provide the opportunity for your company's success.
- Numbers for target markets of potential buyers & how many you can reasonably expect to sell
- Total Available Market and Served Addressable Market



The Opportunity

- What is wanted/needed badly enough to spend bucks on
- State customer problems, and define nature of product/service opportunities created by those problems



Products and Services

- How you uniquely solve problems or give consumers what they want
- List of products and services
- Product development roadmap



Progress

- Major accomplishments that matter for moving the business forward
- Market traction is key!



Revenue Model

- How you make money
- Primary, secondary revenue streams



Financial Projections

- High-level projections with expected sales and profits for the next three years
- A graph or two (picture of revenues, expenses, cash flow, break even, profit curve...)



The Request

- How much money you are raising
- Use of proceeds
- Do not discuss the details of the raise



Exit Strategy

- Get acquired
- Go public
- Repurchase
- Distribution of profits
- Sell on secondary market



Your Pitch

- Adjusted for available time
- Tailored to the audience
- Tell powerful stories
- Lead with your strengths
- Leave out your weaknesses
- Focus on getting the next meeting or determining their level of interest
- Practice, Practice, Practice!



Homework / Exercise

- Get a securities attorney!
- Talk with many people who are raising capital – especially those who have been successful!
- Watch other pitches
- Develop and practice pitches of various lengths
- Get a coach / mentor



Open Q & A – in a minute

- Comments and questions on the topic of the day
- Any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on



My Distinctions

- I don't want a lot of your money. I just want you to get the support you need, can use, and can afford
- I don't want you to jump into the deep end before you learn to swim
- I don't believe that Belief and Persistence will guarantee success

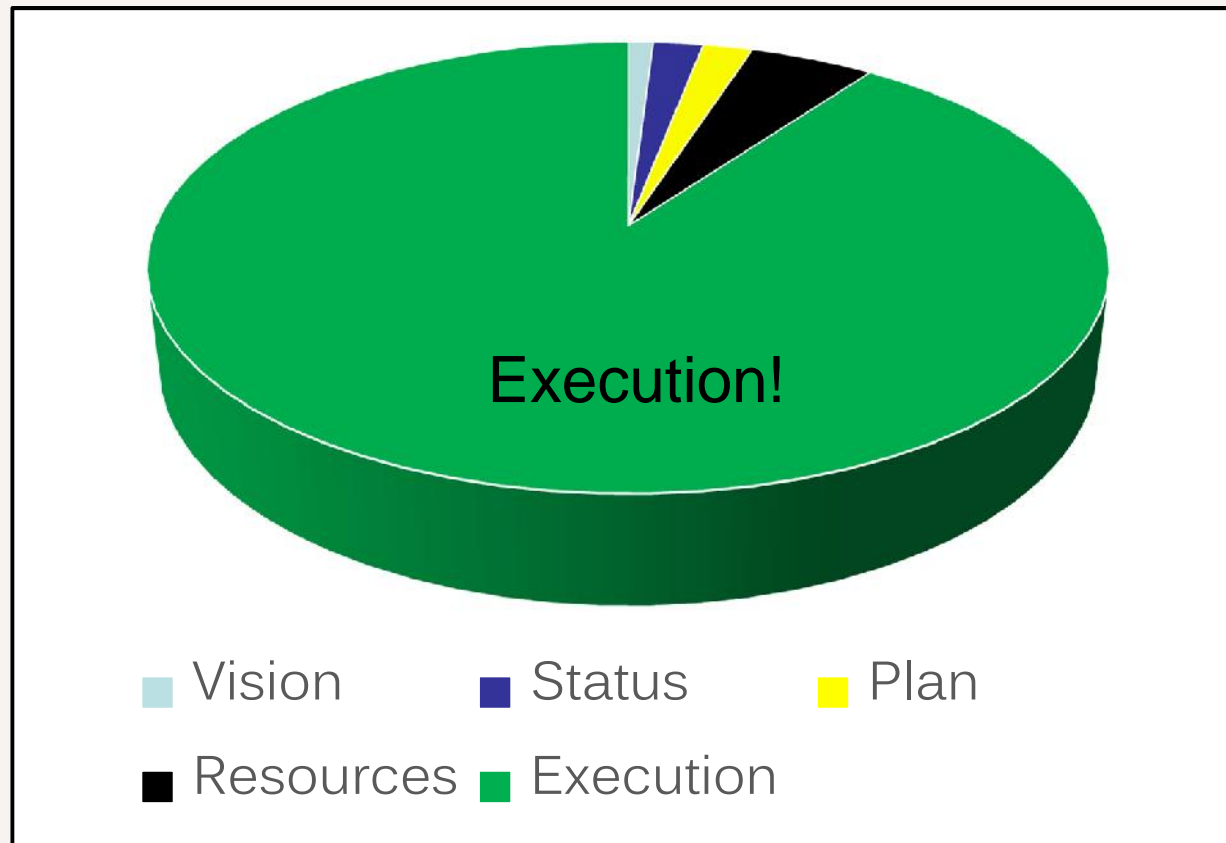


Our Support Services

- Education
- Training
- Consulting
- Coaching
- Business Growth Management



Business Growth Management



Sign up for our New Business Growth Acceleration Kit

- <http://PaulHoyt.com/EntrepreneurPower>
- “Five Choices of Winning CEOs”
- Article on “10 Things You Should Know about Raising Capital”
- Samples of inspirational works
- Free Business Clarity Session
- Surprise bonuses
- The value could be enormous!



Purchase My CEO Training Program

- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”



Next Office Hours: Sept. 15th

- Topic is: The Future of Management
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments and questions on the topic of the day
- Any other issues
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.ScheduleGrowth.com

www.SchedulePaul.com





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