



HOW TO MAKE A 30 SEC INVESTOR POWER PITCH?

A Power Pitch is a 30 seconds concrete and enthusiastic presentation of an entrepreneur's idea, business model, product, marketing strategy, competitive advantages, uniqueness, capital need and exit strategy with focus on the VALUE DRIVERS. In Seed Forum the Power Pitch is presented in the beginning of the investor matchmaking conferences as a stand-alone presentation or as integrated as the first 30 seconds of the 7 min pitch.

A successful Power Pitch must change the pulse of the listener and it must be felt like a wake-up call!. All investors are looking for enthusiasm and power to succeed in something that has not been done before. The investors must feel the passion and you must act like a new parent showing pictures of your newborn. If you cannot get the investor excited in your business idea, then you are done!

The main questions to answer in the Power Pitch is: Why shall the investor invest in you and your company ?

The following is input for you to answer the question:

1. What is your product or service?
Describe briefly what you are selling. No details.
2. Where is your market?
Describe briefly to which industry you are selling the product or service. What is the size of your market?
3. What is your revenue model?
How do you expect for you and the investor to earn money?
4. Who are the team?
Make a short introduction of you and your team's background, competence and previous achievements. You should focus on previous exit and entrepreneurial experience.
5. What are your competitive advantages?
To be in a market with demanding competitors is not enough. Describe briefly how your company is different and why you have a competitive edge in the market. A better distribution channel? Key partners? Technology? Less risk factors?
6. What are your capital need, exit strategy and potential profit?
Focus on the main figures. No details.

The investor is interested in the following: Who are you, what are you doing, what is your IP, what is your capital need, why do you need the money, what is your exit strategy and what is the potential ROI – Return On Investment?

Is it possible to give a complete answer to everything in 30 sec? The answer is NO. You need to detect and focus on the main trigger points – the VALUE DRIVERS. You should not ask anyone for money if you have not developed and trained a Power Pitch". Without such a "business in a nutshell presentation", the chances are good that you will end up with none or less investment opportunities.