

Pitching is selling. Goal is to attract attention and to win a face2face meeting with a VC. Do not merely present a technology but rather tell an appealing business story.

Story elements

6 basic elements your story should include:

1. **Company information** (purpose, mission, history)
2. **Medical Need** (medical condition, status, why)
3. **Technology / product** (prototype, mode-of-action)
4. **Market opportunity** (market size, target, timing, strategy, competition)
5. **Leadership** (senior management, advisory board)
6. **Financials** (projection, assumptions, future funding)

Some practical guidelines

- ✓ The slide show should be provided in *Powerpoint* file format (ppt) with aspect ratio 16:9
- ✓ Slides should be used only to provide visual support for your story
- ✓ Use as little text as possible, this will detract from your story as people switch from listening to reading.
- ✓ Avoid too much information on the technological features.
- ✓ When you do use text, use a large font (14-24) and no more than 7 lines of text per slide
- ✓ Use simple tables and graphs, don't present too much information on a single slide
- ✓ Number your slides and/or give them a clear title
- ✓ Don't use too many slides (indication: no more than 1 slide per minute (max 10 slides for a full size pitch and max 4 slides for an elevator pitch)
- ✓ Strong opening (A punch in the Nose, PIN)
- ✓ Close with 'The Ask'
- ✓ Speak while facing the audience, don't turn towards the screen (and turn your back to the audience).
- ✓ Speak clearly and at a slow pace, make eye contact with your audience
- ✓ Stick to the time that you've been given.

Practice!!