

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)  
Answer hereby in particular:  
- *what demand/pain-point in the market do you resolve ?*  
- *how do you position yourself in the market ?*
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!!**

How to follow-up with investors  
after your presentation and Q&A session:

When you present to investors at the HIHR event, it's important to find the right way to follow-up in order to get the most out of your efforts. The investors that you will be presenting to (mostly Associates or Principals in their firm) are generally responsible for the handling of a significant amount of deal flow at any point in time. On a weekly basis, an associate might be looking at 10-20 files and needs to prioritize which of those to discuss in the fund's deal flow meeting.

Now that deal flow comes from a variety of sources including the firm's general funnel, opportunities that come in from other investors (higher priority to manage relationships and maybe a bit of FOMO) and opportunities that come from the firm's partners (always the highest priority, they pay your salary). Every incoming deal needs to be processed and recorded and the decision to prioritize or not needs to be clearly justified. Now in between all that pressure, the associates attend events like HIHR where they see 5-10 presentations on a day. You have a short window there to make a first impression and more importantly, they also have a very short window to make a call. When they come back from the conference they have their own notes to go on plus their memory, so naturally they will likely only process the deals that really captured their attention.

So here's the trick; make their life easy by sending them a thank you email after the presentation with

1. a short summary of your proposition and key takeaways from your presentation in max 10 lines,
2. your non conf presentation, and
3. your offer to answer any questions or provide additional info at their request.

No need to be pushy, just a gentle way to follow-up and make sure your deal actually goes into the funnel.