



OTBC Pitch Checklist

Remember the Goals:

Interest/Understand/Motivate/Memorable

- Keep it simple!!!
- No jargon
- Crisp introduction
- Address investor needs
- Credible
- Unexpectedness
- Concreteness
- Emotions/passion
- Stories

Technique

- Strong start
- Get to the point
- Passion
- Practice!!!
- Record yourself!!!
- Use a remote
- Pause
- Eye contact
- Do not look at the screen!

Content

- Unmet Need
- Solution
- Competition
- Advantage
- Business model
- Market size/segments
- Go-to-market plan
- Forecast
- Headway/traction
- Team
- Funding to-date
- Exit strategy
- Funding "ask"

Simple

Relevant

Practice

Before Pitch

- Research/qualify
- No cold calling
- Arrive early
- Prepare for problems

During Pitch

- 2nd team member
 - Help with questions
 - Take notes
 - Body language
 - Collect cards
- No demo during pitch
- No video during pitch
- Your selling YOU!
- Trial close

After Pitch

- Debrief/learn/adjust
- Follow up