

# PITCH READINESS DECK

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Coaching For Pitching Slot MCY 2018

26 September 2018  
MIGHT @ CYBERJAYA

# Preparing For Your Pitch Presentation Structure

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## General

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- ❑ Your presentation must be max [insert] minutes with [insert] minutes of Q&A afterwards
- ❑ Do not just recite everything on the screen – the bullets/images are there to back up what you say – make it look interesting

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- ❑ Do not talk to the screen, talk to the audience
  - ❑ At all times, you should be able to present without the aid of your ppt
  - ❑ If your product is suitable, demonstrate it during the pitch
  - ❑ Remember - your overall objective is to generate interest and excitement, and encourage investors to follow up with you

## Writing Tips

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- ❑ Aim for concise slides with min of text
- ❑ 8 bullet points per slide max.
- ❑ Use bullets only. No sentences. You provide the commentary
- ❑ Maximum of 10 slides
- ❑ Avoid industry jargon/acronyms
- ❑ Keep figures simple (round figures)

## Design Tips

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- ❑ Think how posters communicate
- ❑ Use pictures where possible/appropriate
- ❑ Avoid slide animations/transitions
- ❑ Use dark backgrounds + light font, or light backgrounds + dark font
- ❑ Headings 44 pt; body text: not smaller than 28 pt  
Arial, Helvetica, Verdana, Tahoma, Calibri

# Preparing For Your Pitch

## Pitch Template

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## OUR PRODUCT

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- What is your Business? Please **include** visual/images/diagrams etc. that explains your business.
- What problem are you solving?
- Name your top 3 competitors (if any) and how your business is better than theirs.



# WHO ARE THE CUSTOMERS (TARGET MARKET)

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- Who are your target market?
- Highlight potential/existing customers that you have approached and tell us their response
- Market validation

## HOW WE MAKE MONEY (BUSINESS MODEL)

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- How are you selling this product to your customers?
- What is your business model?
- Do you have multiple revenue streams?
- How is your business currently progressing (sales/deal secured/contract secured etc)?

## FUNDING UTILIZATION (INVESTMENT)

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- How much are you raising?
- % of equity to give away in exchange of investment.
- State the allocation that will be utilized from the funding
- Company Valuation vs Current Stage

## OUR TEAM

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- Who are your team members?
- Tell us what is your work experience that is related to this project including your team members.
- What are their roles & responsibilities in the business?
- % of Equity owned by Management Team

## WHY INVEST IN US?

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- ❑ Competitive advantages?
- ❑ Exit Strategy etc IPO, M&A
- ❑ Strong TEAMWORK
- ❑ Founder Background
- ❑ Market Access

# SELECTING, GROWING & EXITING ANGEL DEALS

## WHO ARE ANGEL INVESTORS?

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- A high net-worth individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity

## REASONS TO BECOME ONE

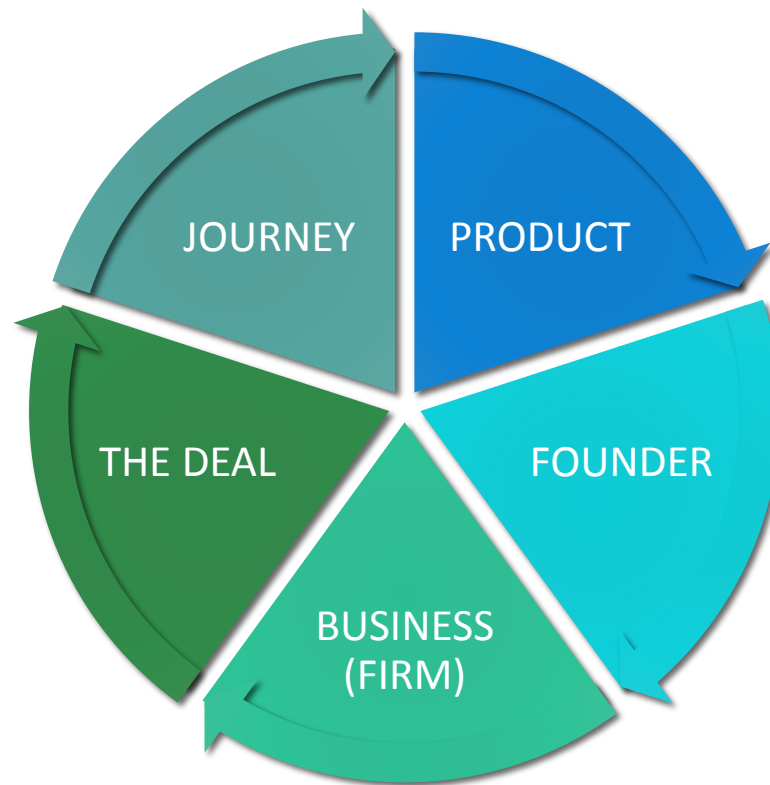
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- Potential financial returns
- Widen network in the startup and business community and the inherent benefits that come with having wider network
- Learn new skills
- Get involved in new business trends while still maintaining current business activities
- Feel good factor of giving back to the community



# SELECTION STRATEGIES

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## i) PRODUCT

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- Bankable & Validated
- Solving customers pain points
- What customers want, not need
- Proven by market acceptance
- Possess unique value propositions
- Scalable



## ii) FOUNDER

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- Passionate / Driven / Committed
- “Skin in the game”
- Alignment of interests
- Can founder/team execute?
- Blind optimism
- No technical founders
- Founders have other jobs
- Teamwork



## iii) BUSINESS

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- ❑ Area of interest, familiarity
- ❑ Size of market & ability to capture it
- ❑ Traction/Momentum eg revenue, sales, downloads
- ❑ Strong business model
- ❑ IP / Competitive Advantage / Can Advantage be defended



## iv) THE DEAL

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- ❑ Due diligence
- ❑ Investor protection - suitable minority protection clauses in legal documents
- ❑ Funds being raised vs equity offered - valuation
- ❑ Fund utilisation – makes sense?
- ❑ Is the house in order?



## v) JOURNEY

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- ❑ Investments at different product development stages means:
  - funds will be utilised for different activities
  - different length of investment runways
  - different risks taken
  
- ❑ Be prepared to invest more to complete the journey

# Angel Investment: What Angel Need To Know?

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- ❑ Angels invest between RM10,000 to RM500,000
- ❑ Equity stakes of 1-51% depending on stage & its valuation (except for incentive, cannot more than 30%)
- ❑ Usually want to make 10 to 30 times return – high risk, high return
- ❑ Team & Founder are critical
- ❑ Integrity super critical
- ❑ Usually long term investors (3,5 or 7 years)
- ❑ Often invest based on intuition & not on deep analysis, except for Angel Clubs

## Angel Investment: Challenges

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- ❑ Difficult to find quality deals (similar ideas, too much competitor, repeat idea)
- ❑ Inexperience entrepreneurs (lack of business skill, not familiar with Angel Deal/Investment)
- ❑ Difficult in equity deal (both party consensus, delay in legal aspect and etc)
- ❑ IP issues (not patented, the idea belong to someone/firm)
- ❑ Non-cooperative founders (unwilling to take advise, non coachable)



## Angel Investment: Exit Strategy

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- Merger & Acquisition
- 2<sup>nd</sup> Round Funding (VC round)
- IPO/Leap Market (Bursa Malaysia or etc)
- Share buy back (friendly individual/organization)
- Liquidation and closed

## Contact us:

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Secretariat MBAN  
C/O Cradle Fund Sdn. Bhd,  
Level 20, Sunway Putra Tower,  
100 Jalan Putra,  
50350 Kuala Lumpur.

t: +603-4045 8600

f: +603-4045 8611

e: [enquiries@mban.com.my](mailto:enquiries@mban.com.my)

Q&A????

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