

Essential Tools For An Entrepreneur Looking For Funding

- Sustainable USP
- The Team
- Proof of Concept
- Executive Summary
- Valuation / Exit
- The Pitch

Elements of A Winning Executive Summary

- The Hook
- The Problem
- The Solution
- The Opportunity
- Competitive Advantage
- The Model
- The Team
- The Promise
- The Ask

The 30 Second Elevator Pitch

- Name of your business
- Location
- The USP
- Market Opportunity
- The Team
- Current Progress / Potential
- Amount of funding sought
- Call to action

What Investors Love To See

The Team

- Doers
- Focus/ Dedication
- Market Insight
- Track Record
- Trust / Belief in the team

The Business

- High Returns
- Already generating revenues
- Scalability / High growth potential
- Secure IP
- Local
- Investment Ready
- Exit route

The Deal

- Realistic Valuation (not a top down model)
- Tax Relief / EIS (www.hmrc.gov.uk/eis/guidance.pdf)
- Simple shareholder structures (prefer to invest in TopCos)
- Due Diligence
- Exit options

We recommend e-book **Pitching Hacks** available for purchase at www.venturehacks.com

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We will be delighted to find answers to any other queries you have on the subject. Please write to us at info@geniusincubator.com.