

# Pitch perfect:

## How to pitch for investment

As bank lending has fallen, small businesses need to look at other sources of funding. Follow these tips on how to find investors and make the best investment pitch.

1

### Choose the right investor

Find a match for your business and the level of investment you need

Venture capital  
**£2 million to £200 million**  
Investors are looking for:

High growth through a sale or a float on the stock market

Business angels  
**£10,000 to £750,000**  
Investors are looking for:

A share in the business and a good amount of growth

Crowd funding  
**£10 to £1 million or more**  
Investors are looking for:

Rewards, products or equity

2

### Do your research

Make sure you know everything about your business and your investor. Above all... **be realistic**



#### Know your investor

Find out about them, their colleagues and their firm



#### Know your numbers

Have full details on your cash flow and sales forecasts



#### Know your market

Research potential customers and competitors

3

### Writing the pitch



4

### Tell a story

People understand and remember stories much better than dry facts

**63%**

remember the stories

**Only 5%**

remember any individual statistics

5

### Keep it snappy

Average entrepreneur pitch:  
**38 slides**

Average VC attention span:  
**10 slides**

6

### Be professional



#### Practice

your presentation until you really know it



#### Image

Make sure you present the right image in your clothes, grooming and body language



#### "Thank you!"

Be sure to thank people for their time