

# Investor Pitch

Foundations

In partnership with:



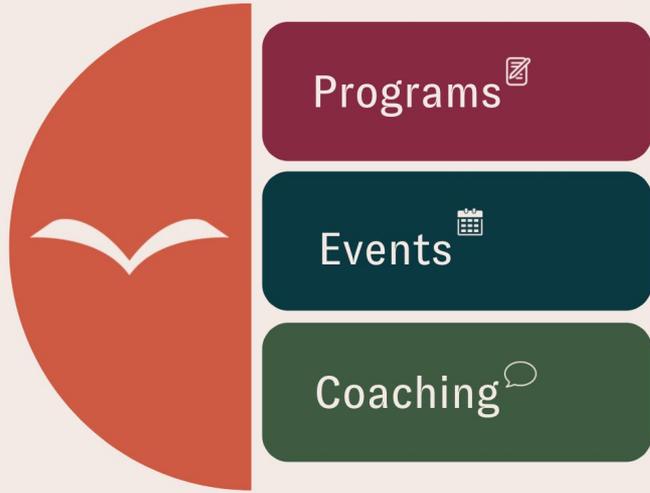
**New  
Ventures BC**

**Volition**

## Paul Brassard

- 20 year entrepreneur with ~15 years pitching & fundraising experience
- Master Pitch & Presentation Coach
- Co-Founder, Managing Partner and Lead Advisor at Volition





At Volition, we believe that startup ecosystems are made stronger and more sustainable when ecosystem actors find meaningful and creative ways to collaborate.

Our vision is to build **capacity, connectivity, and knowledge** within global startup ecosystems through co-creating and delivering value alongside trusted partners.



- Pitch Mindset
- Memorability
- Pitch Building:  
PSOyAS methodology
- Investor Flags



# Pitch Mindset

“ I am pitching to  
raise funds.

(Transactional)





A pitch is an  
opportunity

Reframing the pitch





**Generate intrigue  
and trust**



**Secure a second  
conversation**

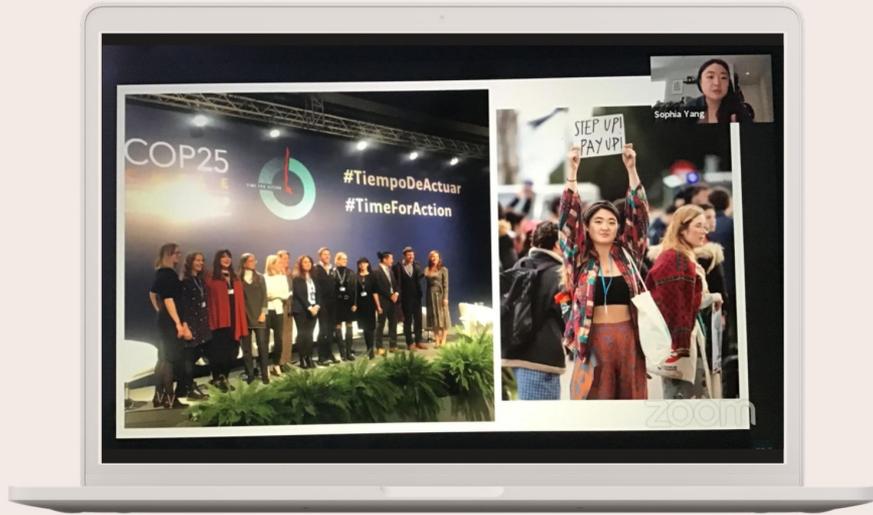


**Increase visibility**



# Memorability

Story + Structure



- The story within a pitch

Infusing a story within the pitch can be a compelling and strategic hook

- The narrative pitch

When the entire pitch feels like a narrative story, the audience is more likely to literally lean in, pay attention, and remember the pitch



# Structure



# Structure



- Less scripted
- Maintain attention (flow)
- Tick the boxes



# Structure



# PSOyAS

Ticking the Boxes

# Problem



Prove you are solving a **real problem** that needs addressing.

Describe the problem statement in a way that people understand.

Avoid over-explaining.

**PRO TIP:** Depending on pitch length, usually 30 - 45 seconds is enough.



# Solution



**The solution/approach meets the need.**

Describe the solution from the customer's perspective.

Show, don't tell.

**PRO TIP:** How would this look or work in the customer's hands? Include the value proposition.



# Opportunity



The business, the money, the traction, and the return.

- Revenue/business model
- Proven traction
- Unfair advantage
- Cocktail napkin economics

**PRO TIP:** Investors want to understand how the business makes money and/or is sustainable. What is the plan and can you execute the plan?



# Understanding your Financials

- Cost of the product and what it sells for
- Lifetime value (how long customers are customers for)
- When you are revenue positive
- Burn rate (how much spending per month)
- Churn rate (how many customers losing per month - %)

## Products

The margin per item sold  
= unit economics

## Software

Acquisition cost

**MRR** (Monthly Recurring Revenue)

**ARR** (Annual Recurring Revenue)



# Ask



Everyone has an ask.

**M**entors  
**N**etwork  
**M**oney

Be specific.

**PRO TIP:** consider your next milestones and what you need to achieve those and move the business forward.



## But what about the deck?



The pitcher is the **STAR** of the show.

The deck is the supporting actor.



# Investor Flags

## Red Flags



- “We have no competition”
- No clear path
- Steamrolling
- Uncoachability/No passion



## Green Flags



- Clear differentiation from competition
- Knowledgeable about unit economics
- Quantifiable ask





## Short form pitch & deck

90 seconds - 2 minutes



## Long form pitch & deck

5 - 10 minutes



## Slide deck

To be sent by email



Pitching is an **opportunity to generate intrigue** and **secure a second conversation.**

- Structure helps tick the boxes
- Story builds trust & memorability
- If you don't ask, you don't get

To review...



# Upcoming Events

## **IG Live Founder Chats**

@ 11.30AM PT | 7:30PM GMT

June 15: Tanya Griffiths (Being Baked Cookies)

June 22: Sahar Sam (Solaires Entreprises Inc)

July 6: Hayro Hambardzumyan (LRNkey)

July 13: Tom de Haas (Interface Fluidics)

## **Amplify Women's Pitch**

June 30 @ 11AM PT | 2PM ET

## **BC Women's Startup Showcase**

*Part of Discovery Foundation's  
Regional Investor Readiness Program*  
August 25 @ 12PM PT | 3PM ET

## **BC Startup Showcase**

*Part of Discovery Foundation's  
Regional Investor Readiness Program*  
December 8 @ 12PM PT | 3PM ET

**For more info stay tuned  
in our socials**



# Volition<sup>™</sup>

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**Book me for one-on-one coaching!**

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