



FUNDING FOOD PROGRAM HOW TO BUILD YOUR 3-MINUTE PITCH

For a 3-minute pitch, a few things need to be made clear:

- What's the business?
- What's the opportunity for the business?
 - What need does it fill in the market?
 - What sort of revenue/profit potential is there?
 - How big is the market?
 - Who would be your customers?
 - How is your company different than others in the same industry?
- What's the investment opportunity?
 - How fast can your business grow?
 - How much do you need?
 - What will you use it for?
 - Make it clear what they're investing in and how they will get their return on their investment (exit strategy)

Recommend having 4-6 slides at the most, and to make them more visual without a lot of writing. You don't want potential investors reading the slides – you want them listening to you!

- If possible, think of one slide per topic, such as;
 - To describe your company
 - To describe yourself/team
 - To define the opportunity/market
 - To clarify what you're asking for and why

Some questions for you to consider;

1. What are you asking an investor to invest in? Are you offering equity?
 - a. Do you have a sense of a realistic valuation, or how much equity you'd be prepared to give up?
 - b. If you're looking for expertise in addition to capital (i.e. Smart Money), what sort of expertise do you need?
2. What would an investor put money into YOUR company vs. someone else's?
 - a. What's the growth potential?
3. What are your current sales? How much is it growing?
4. Where are you currently selling?
5. How many accounts are you currently in?
 - a. Growth numbers and increasing distribution are powerful because they let investors know that your business is trending the right way.