



Pitch Kit

PITCH GUIDE

SUMMARY

So, you want someone to invest in your company? Well ... you will have to “pitch” them your business idea, plan, and cash flow forecast.

Why? Because investors want to know:

- How much money you need?
- What percentage of the company will investors get in return for their investment?
- What you will use the money for?
- How will this help you grow your business?
- When they can expect their money back? (payback period)
- What “return” they can expect on the money they invest? (return on investment).

This “**Pitch Kit**” is designed to help you put together the information and material required to “pitch” your business and raise investment. It includes:

- 1 to 3 year **Net Cash Flow Forecast** (actuals and forecast) and supporting schedules
- Pitch Deck

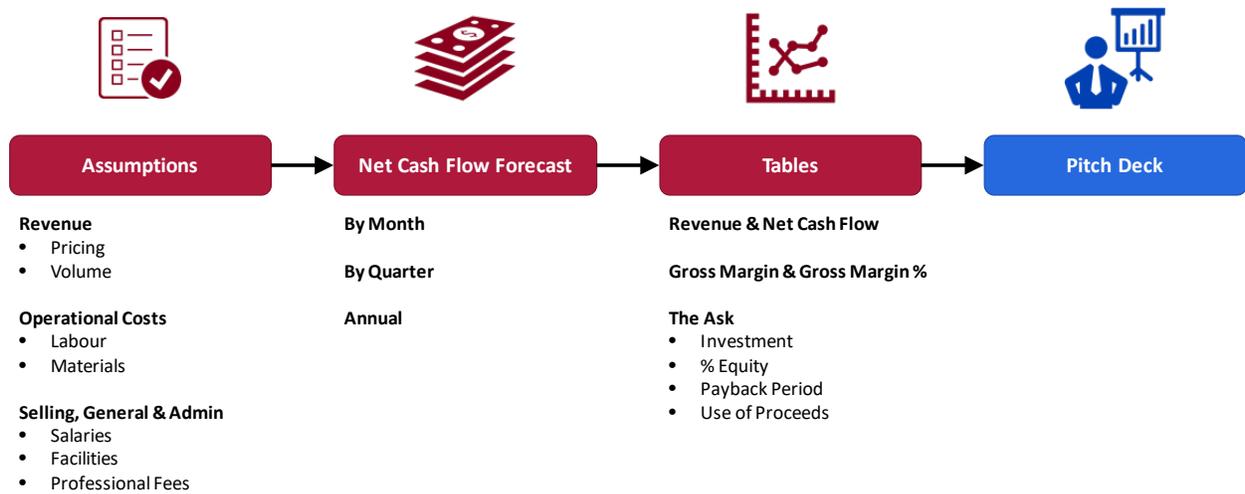
The purpose of the **Pitch Kit** is to provide potential investors, customers, banks, and partners with an overview of your business idea, plan, financial analysis, and investment opportunity. We have created a **Net Cash Flow Forecast** and a **Pitch Deck** into one kit which will allow you to create a powerful overview of your idea or business. The Pitch Kit will provide you with the structure and output to:

- Communicate your business idea
- Quantify your opportunity with financials and metrics
- Maximize your success

In addition, going through the Pitch Kit process will help you better understand your business, in particular:

- Value Drivers (aspects of your business that increase revenue or reduce costs)
- Quality of your revenue stream
- Growth opportunities

HOW IT WORKS



ASSUMPTIONS, NET CASH FLOW FORECAST AND TABLES

The Net Cash Flow Forecast is derived from the input of your assumptions related to your expected company performance and metrics (Revenue, Operating Costs and Selling, General and Admin expenses). The results of the Net Cash Flow Forecast are then used to generate tables that quantify and support the viability of your business. These tables detail your 1 to 3 year outlook and support an approximate ask from potential investors. The tables generated by this spreadsheet define specific views that explain your net cash flow statement. The Net Cash Flow Forecast is the most important Business Tool for an entrepreneur! It is critical to understand how much net cash flow your business idea will generate. Positive net cash flow means you have a sustainable business. This money can be reinvested to grow your business.

The tables generated include:

REVENUE AND NET CASH FLOW:

- **Revenue:** Allows you to inform the investor about your pricing model, potential customers, market size, sources, quality (recurring versus one time), and growth.
- **Net Cash Flow:** Allows you to inform investors about the financial and operational performance of the company including; break even, positive cash flow, key initiatives driving cash flow.

GROSS MARGIN AND GROSS MARGIN PERCENTAGE:

- Gross Margin: Allows you to inform investors about potential suppliers, key operating costs (labour and materials), and nature of costs (fixed versus variable).
- Gross Margin Percentage: Allows you to inform investors about the efficiency of your operations.

THE ASK AND USE OF FUNDS

The Ask, allows you to inform investors how much investment you require, what percentage of the company they will acquire, their payback period, and their return on investment.

Use of Funds, allows you to inform investors how you will use their funds to start up and grow the company.

PITCH DECK

The purpose of a pitch deck is to provide investors, customers, banks, and partners with an overview of your business idea, plan, financial analysis, and investment opportunity. The pitch deck includes descriptions and steps which will allow you to define the following key elements:

- Business Opportunity
 - Business Idea
 - Financial Opportunity
 - Hook
- Business Plan
 - Problem and Solution Analysis
 - Feasibility Analysis
 - Market Analysis
 - Financials Analysis
 - Growth Strategy and Implementation
- Ask and Use of Funds