



How to pitch your Business

Your guide to success

isans

Immigrant Services
Association of Nova Scotia

The background is a solid olive green color. It is decorated with several abstract, colorful lines in shades of blue, green, yellow, orange, and purple. These lines form various geometric shapes, including squares, rectangles, and irregular polygons, some of which are partially cut off by the edges of the frame.

The Pitch Presentation

Inform your investors

Business Pitch Map: 10 things to know

1

Tell your **story**, what **problem** you are **solving**?

2

Explain the **Market Demand & Size**

3

What **solution** are you bringing?
Keep it Simple!

4

Explain your **revenue** stream. How are you making **money**?

5

Highlight the **engagement** level with your current or prospective clients

6

Lay out your **Marketing** and **Sales** plans

7

Why You?!
Who is the **Team**?

8

Highlights of your Cashflow and P&L
Know your Numbers!

9

Outline the **competitive landscape**. Identify major **competitors**.

10

Explain how you will **spend** your money. What is your **plan**?

#1: Tell your story, what problem are you solving?



Tell your **story**,
what **problem**
you are
solving?

- Tell a story that speaks to the emotions. Make sure to find a great hook to keep your investors engaged.
- Start by defining the problem you are solving.
- Let the problem be real, not hypothetical
- Demonstrate that you are well positioned to resolve this problem

#2: Identify your Market Size & Demand

2

Explain the
**Market
Demand & Size**

- What makes a an idea great, is the ability to execute it.
- If you have a great idea, this doesn't mean that there is a large demand for it. You need to demonstrate that there is a sizable target market who is facing this problem.
- And then demonstrate that this same target is willing to consider your solution. Be realistic, don't inflate the numbers

#3: What is your solution

3

What **solution**
are you bringing?
Keep it Simple!

- There is no time to go into all the details. Keep your discussion brief. Assume that no one knows anything about your business and industry.
- Don't aim at laying out all the details in the pitch. You will have enough time to elaborate through the questions which you will be receiving or when you get a second meeting with your investors.

#4: What are your sources of revenue

4

Explain your **revenue** stream.
How are you making **money**?

- Do not underestimate the importance of explaining your sources of revenue.
- After all, the investors are in the business of making money. They need to understand what is the potential of the business and what could be their potential Return On Investment (ROI).

#5: Prove that customers want your solution



Highlight the **engagement** level with your current or prospective clients

- Prove that your idea works. Provide evidence that real or potential customers are highly engaged with you.
- Whether you are in pre-revenue phase, with pilot clients, or in an early stage with real paying customers.
- Explain the path to your current situation. Show your growth over a period of time, if possible.

#6: What are you Marketing & Sales Plans



Lay out your
Marketing and
Sales plans

- Don't get into the details yet, but show that you have a concrete plan.
- Describe your sales channels (B2B, B2C, Online sales, physical stores, distributors, partners etc.)
- Describe your customer acquisition strategy, your marketing channels.

#7: The team... Why you?

7

Why You?!
Who is the
Team?

- Investors are interested in You, and in your team. Explain why you are the best positioned for this business and no one else is!
- It is not all about the idea, it is more about who is leading the business, and who will be executing the strategy.
- The investors would want to see if you are qualified, turn the idea into a successful business.

#8: Demonstrate that you know your numbers

8

Highlights of
your Cashflow
and P&L

**Know your
Numbers!**

- You need to demonstrate how to reached to these numbers.
- Investors are interested in your way of thinking and in your ability to analyze and deduce.
- You have to prove that your methodology is sound and realistic.
- Do not guess your numbers, support your assumptions with facts.
 - Revenue split, Profit Margins, growth rates, past revenue performance, forecasted revenue, cost structure etc.

#9: Competition... Why are you better?

9

Outline the **competitive landscape**.
Identify major **competitors**.

- Make sure to identify your competitors.
- Don't do the mistake and state that there is no competition. There is always competition. Think about how customers could substitute you. Is there a complementary service which could convert into a competitor?
- Explain your **Unique Selling Proposition (USP)**, and say why you are better than your competitors.
- Make sure that you can defend your claim. (Patents, IP, market data etc.)

#10:How will you spend the investment

10

Explain how you will **spend** your money. What is your **plan**?

- Clearly state what you are asking for: How much Money, what kind of help.
- Explain how you would spend the money, should you receive the investment which you are asking for.
- Investors are keen to know that their money won't be wasted.

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THANK YOU!

**Always remember to reach out to your
Business Counselor at ISANS**

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