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How to pitch to Business Angels & VC's

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Introduction

- Session : Subject focus / Timing / Interaction
- Profile speaker
- Profile attendees: own business? level of experience with fund raising? expectations?

Main Subject

I Main Concepts & logics

- Context, context and context !
- BA & VC's : who's who ?
- How & when to get in contact with VCs & BAs ? which VCs & Bas have value for you ?
- Get to the next steps ! ... and it can take 'some' time !
- The Pitch : How to convince / be credible ? sell yourself, show why you or your team will succeed the project ; be tangible ; show value both achieved and potential (See II)
- After the pitch ? Valorization & Negotiation (see III & IV))

II The Pitch

- Again : what is the context ? (live pitch face to face, video, 'offline', timing, investors ?)
- Be aware : We are not equals when it comes to communication ...
- Story Telling & Rhythm
- Which important 'blocks' to consider and in which 'logical' chronology
 - Quick intro
 - Hook / Pain / Solution / Value Proposition / Ecosystem/ Market opportunity
 - Customers focus / Competitors / differentiation parameters / USP
 - Business Model (revenues) : where is the money ?
 - Team
 - Strategy (segmentation, product, scalability, IP, channels, partners, internationalization, etc)
 - Achieved milestones / validation : where do you stand ?
 - Roadmap : milestones to achieve & parameters to validate
 - Financials (past & future) NB: of course in line with prior points
 - What you need (not only cash), to do what ? and what do you offer ?
 - Wrap up: So why should an investor invest in you and your project ?

III Valorisation

- Not to be reduced to some automatic & theoretical mathematical calculations
- Lots of intangible and/or qualitative/subjective parameters
- Math : Multiple / Comparable / DCF / Assets / Mix of / ...
- Discount Factor to integrate time value of money

IV Negotiation

- Trust ?
- Smart character of investors for your project ?
- Shared goals and philosophy between parties ?
- Shareholders agreement (more or less sophisticated)
- Balance between different parameters (consider different scenarios !)
- Thus not only valorization ...

Interesting documents & Links

- How to pitch a new venture project ? by Bruno Wattenbergh (Solvay Business School) :
http://www.slideshare.net/Wattbru/cours-de-pitch-2015-pdf?oid=7731acdc-db2b-4dee-8fe2-8f1de9e50fec&v=&b=&from_search=4
- “The Venture Capital Guide” + “The Growth Capital & Buy-Out Guide” :
<http://www.bva.be/publications/>
- List of venture capital & ‘alternative’ financing players active in Brussels:
http://abe-bao.be/sites/default/files/documents/pe_funds_alternative_financing_players_active_in_brussels_2016-t2_0.pdf
- Serious Funding smart solutions (valorization, consulting, investors platform) :
www.seriousfunding.be