

PITCH YOUR BUSINESS

in 2 minutes & in 1 sentence

The **goal** of your pitch
is to get a second meeting with the investor.
Your pitch is a teaser, get his interest!

We will make a [youtube.com](https://www.youtube.com) video of your pitch.

Preparations:

- Find a place with a calm background.
Remove anything which can distract the viewer. They need to listen to your pitch.
- Have the domain of your website visible, in the background or in front of you.
- Write out your pitch (1 minute = 150 words). Then practice it many times, till you can say it without a script.
- Go to you tube and watch some “dragons den” pitches.
- Remember, you are talking to an international audience:
 - . Talk slowly and clearly
 - . Say where you are from
 - . Only mention US dollars

The structure of your pitch:

1. Who are you, from where?
2. What problem is your business solving?
 - explain your personal experience, and/or;
 - explain the problem in your country.
3. What is your solution (the value proposition)
4. How many units do you expect to sell this year and next?
5. How much finance do you need, and what have you invested?

Write a script and practice it, here is an example:

*Hello, my name is, I am from, in Egypt.
I am a [mention your expertise/study].*

*When I was years old a terrible thing happened,
In the whole of Egypt million people face the same
problem.
Imagine the effect this will have on*

[solution]

*....., my company is the first/largest/most innovative to
develop this product/service.*

*Our product is better/cheaper/faster/cleaner than the
competition.*

And it has a very positive impact on

*This year we expect to sell units and next year it will
[double] to units.*

*To startup the company my team and I have invested US
dollars and years in developing the product.*

*I am seeking Dollars to grow the company. For this I
will [offer % of the shares OR repay the loan within
years.*

Save your video file.

Then upload it to www.youtube.com

1 Sentence Pitch

Example:

We are a software company that makes software for hospitals, this helps them get patients into and out of hospitals faster.

Structure:

- my company does
- Our clients are
- This helps them