

The Magic Formula for winning investor pitches

An guide to the art of pitching to investors

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From the experts at Benjamin Ball Associates

Benjamin Ball
associates 
pitch | present | persuade

Why is your investor pitch so important?

A great investor pitch shows that you...

...understand
what an
investor wants

When someone invests in your business, it's the start of a long relationship

You impress when they see you as a must-have long-term partner

...understand
how to sell

Your role when pitching is to be a teacher and a salesperson

You stand out when you present your investment case clearly

...understand
how to scale
your business

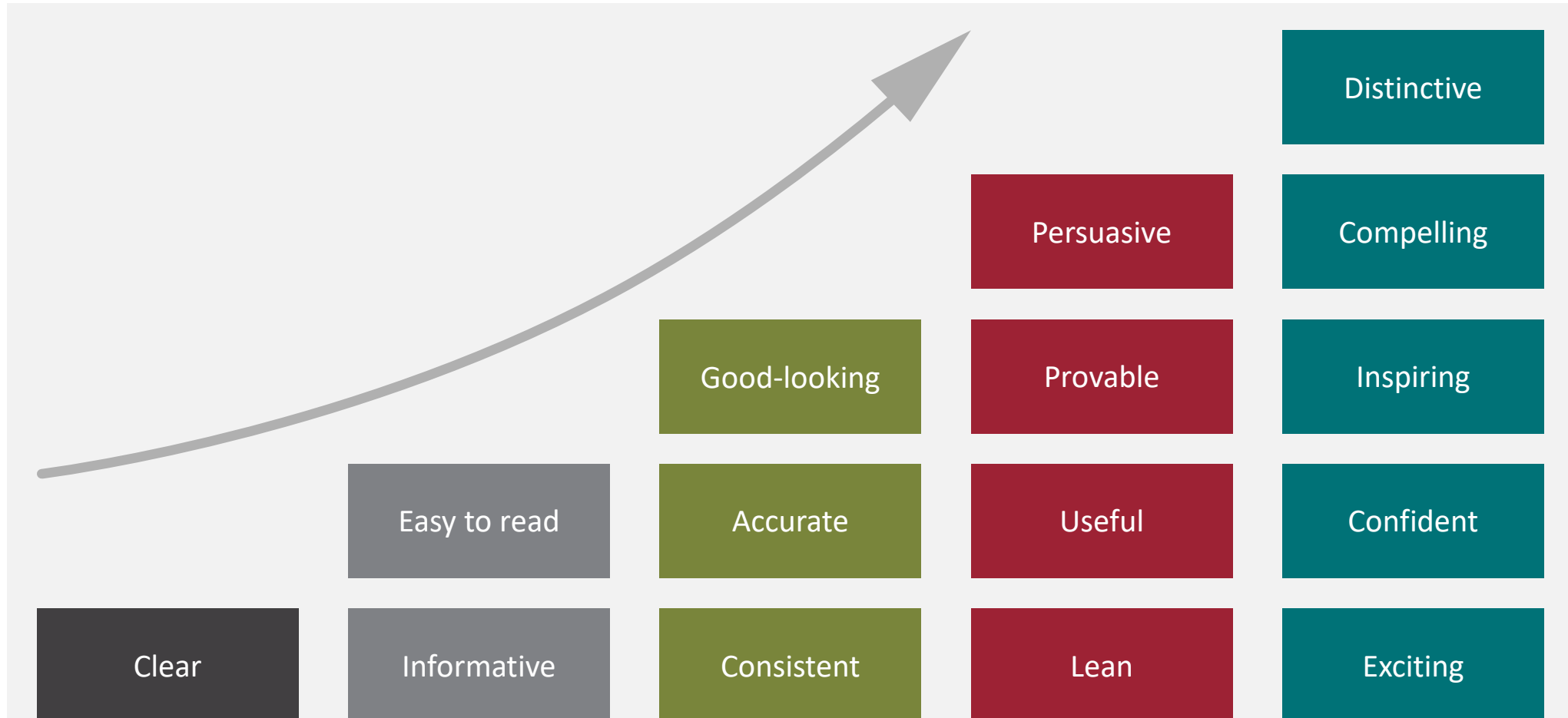
An investor needs to grasp what makes you and your business special

You build confidence when you show a clear path to success

"A great pitch makes it easy for them to talk about you. When they can talk about you, they can believe in you"

A winning investor pitch is increasingly hard to create

Your pitch must be...



The biggest pitch mistakes we see



1. Confuses the reader



2. Misses key information



3. Contains too much information



4. Underplays your strengths



5. Misunderstands what an investor wants



6. Lacks stand-out appeal



7. Makes the reader work too hard



8. All design, no substance



9. Raises unwanted questions



10. Fails to feel like a must-have

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty." Winston Churchill

Some questions to answer in a winning pitch

What information is most important?

What do different types of investors need?
Is your equity story compelling?
Have you shown real vision?
Does this make your pitch distinctive?
Is team more important than market?
Are risks properly addressed?
Is there enough evidence of progress?
Do you show real insight?
Have you demonstrated your abilities?

What information do you leave out?

How much detail is required?
How much do you look forward? How much backwards?
Do revenue forecasts help or hinder?
How do you best describe the team?
Do you acknowledge weaknesses?
How much background is needed?
Do you describe your history?
What do you put in an appendix?

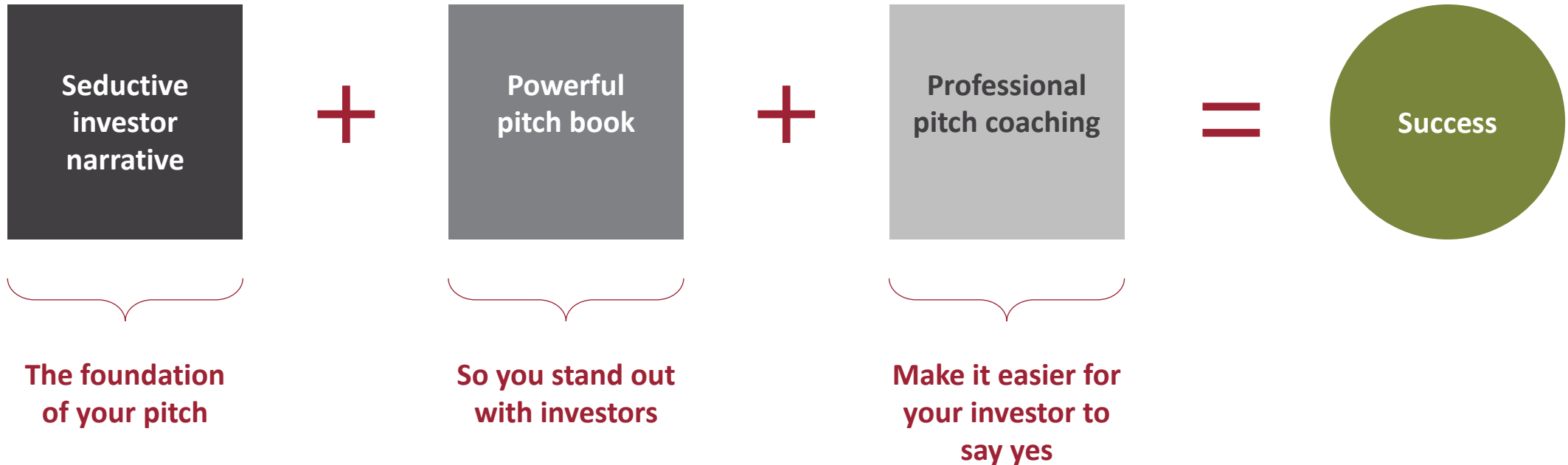
How do you structure your information for most impact?

What do you put on the cover page?
What do you put on page two?
Does the team come before or after the product?
Do you talk about customers or profits first?
Is strategy more important than execution?
Where do you put the financials?
How can you best use an executive summary?
What do you put on the final page?

We help you distil your story into its pure essence

The Magic Formula for a winning investor pitch

Over ten years the team at BBA has developed our Magic Pitch Formula to create winning investor pitches



Preparing award-winning TV company for investor meetings

Blast! Films is one of the UK's longest established TV production companies



Blast wanted an investor

Blast CEO, Ed Coulthard came to Benjamin Ball Associates when he wanted an investor and partner to continue the growth of his award-winning company.

We prepared their pitch book & coached them

Working with Ed and his executives, we helped them develop a succinct investor presentation.

We then rehearsed the team for the range of investor meetings they were about to face.

They achieved their goal

Sky took a majority stake in Blast! Films, providing shows to a variety of broadcasters.

"You transformed our pitch into a compelling investment narrative, delivered confidently. You undoubtedly helped us secure Sky TV as an investor."

Gerry Bastable, Director

"As programme makers we are passionate about quality."

"You helped us communicate the quality of our business."

Ed Coulthard, CEO

Helping Bamboo Capital Partners stand out with investors



BAMBOO

CAPITAL PARTNERS is an established private equity impact investor

Bamboo wanted to make an impact

With the arrival of two new managing partners, the senior team wanted to review Bamboo's messaging and reflect the new firm in their pitch to investors.

We helped them across all their marketing materials

We completely re-worked Bamboo's messaging.

We then turned that messaging into a new pitch document to explain what makes Bamboo special among impact investors.

We also updated the website, marketing materials and the firm's annual Impact Report to reflect the new messaging.

They got what they wanted

In the months following our work, Bamboo has attracted an increasing number of new and different investors.

Achieved a successful outcome

"We were very pleased with the professional approach of Benjamin Ball Associates."

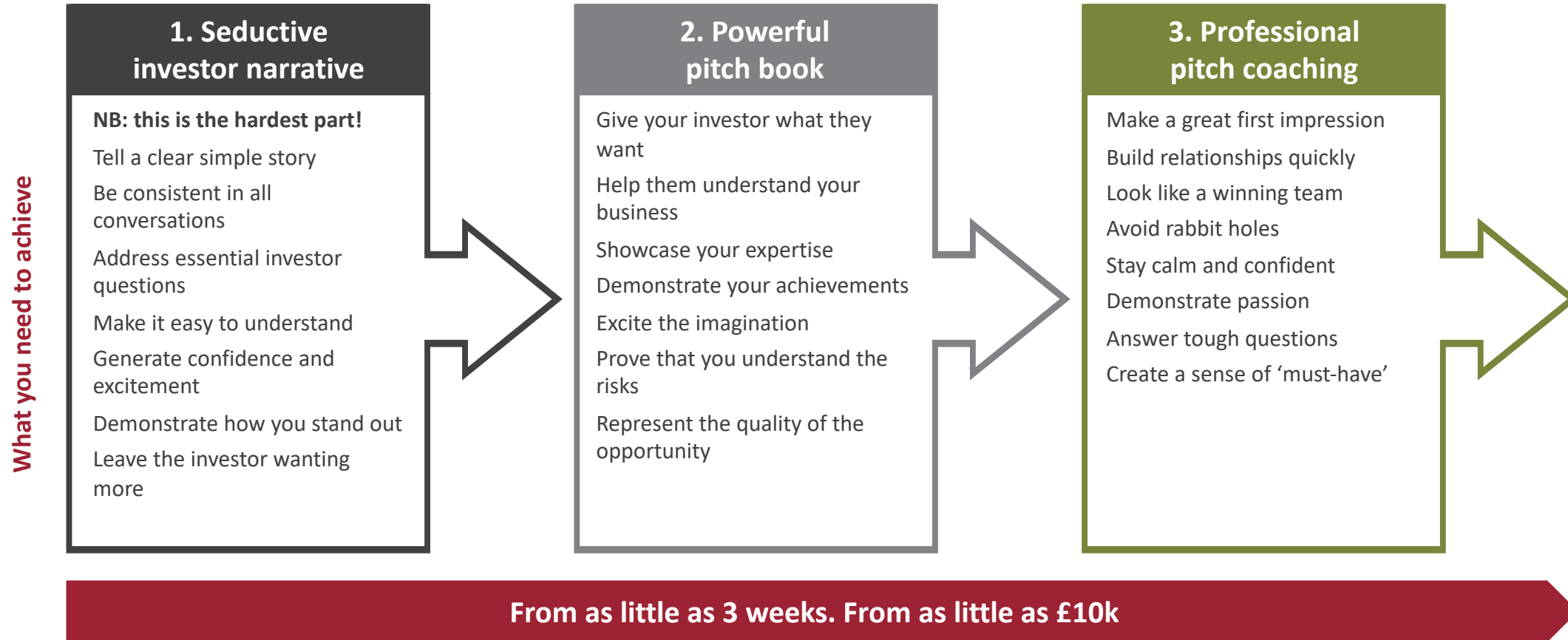
"They helped us define and explain our unique value proposition. As a result we have attracted new and different investors."

**Florian Kemmerich,
Managing Partner**



Our winning pitch process is fast, efficient and powerful...

How to use the Magic Pitch Formula for outstanding outcomes



...and every day we create winning investor pitches

Helping raise billions from investors

From a few hundred thousand for a startup to millions for private equity-backed companies to multi-billion IPOs, our team has supported them all.

The best news is that our clients keep coming back to us again and again with new projects.

Over 10 years creating pitches for outstanding firms

The same team has been working together for over 10 years.

That's why leading private equity firms, fund managers, companies and entrepreneurs rely on us and the Magic Formula to help them tell their stories persuasively.

You benefit from both experience and knowledge to tell your story in the most powerful way.

An experienced leadership team



From the left:

Ben has led the business since 2010, specializing in Private Equity and coaching

Jane heads the media training team

Paul leads the messaging and writing teams

Louise leads the client services team

Louise leads the office team

David runs the audio visual side

Colette leads the design team

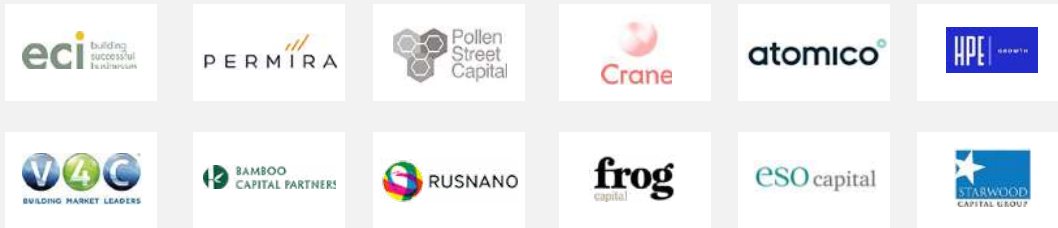
James heads the investor pitch coaching team

"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance." Steve Jobs

Who relies on us for their pitches?

Private Equity Firms

Fundraisings, investor days, portfolio company sales



Private Companies

Fundraising, trade sales, IPO



Public Companies

IPOs, fundraising, capital markets days, results presentations



Investing in a winning pitch increases your chance of success



"They worked with me on a major pitch to investors... we secured not one but two investments in the space of 10 days!... Thank you."

Amelia Morgan
CEO, Venture Trust



"Moved our presentation into a different league and undoubtedly improved the outcome and offer we received."

Liz Warner
CEO, Betty



"The new presentation properly represents the institutional quality of our fund. It has been a step change for us."

Erwin de Kleijn
Head of IR, Saemor Capital



"They did a great job on our presentation. They transformed an ordinary set of slides into a great presentation with a clear message. Would definitely use him again and recommend highly."

Nick Rogers CEO, IPSO Ventures

Call today to start improving your investor pitch

For a no-obligation consultation, speak to Louise Angus, our Client Services Director



Louise Angus

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“The way to get started is to quit talking and start doing.” Walt Disney