

Your Investor Pitch Readiness Guide

Discover the
six questions
you need to answer
before speaking
to investors

IPO?

Trade
sale?

Private
sale?

Raising
money?

What a Parisian chef can teach you about raising capital

Why can some restaurants charge substantially more for the same meal?

The quality of ingredients plays a part, but it's much more than that. Even the finest entrée is less appealing if you slap it on a tray and serve it cold. Every detail of the diner's experience is part of a larger story. That's what allows the best restaurants to charge top dollar.

After five years working in a Michelin three-starred kitchen in Paris – and now the proud owner of his own fine-dining restaurant – French chef Alexandre Lozachmeur knows how little touches make his story more compelling.

That's why, before each dish heads out to his patrons, Alexandre adds one final touch.

It's an ingredient that brings out the depth and intensity of all the others. It's the 'caviar of seasonings', a delicate addition that's labour-intensive to harvest and expensive to buy.

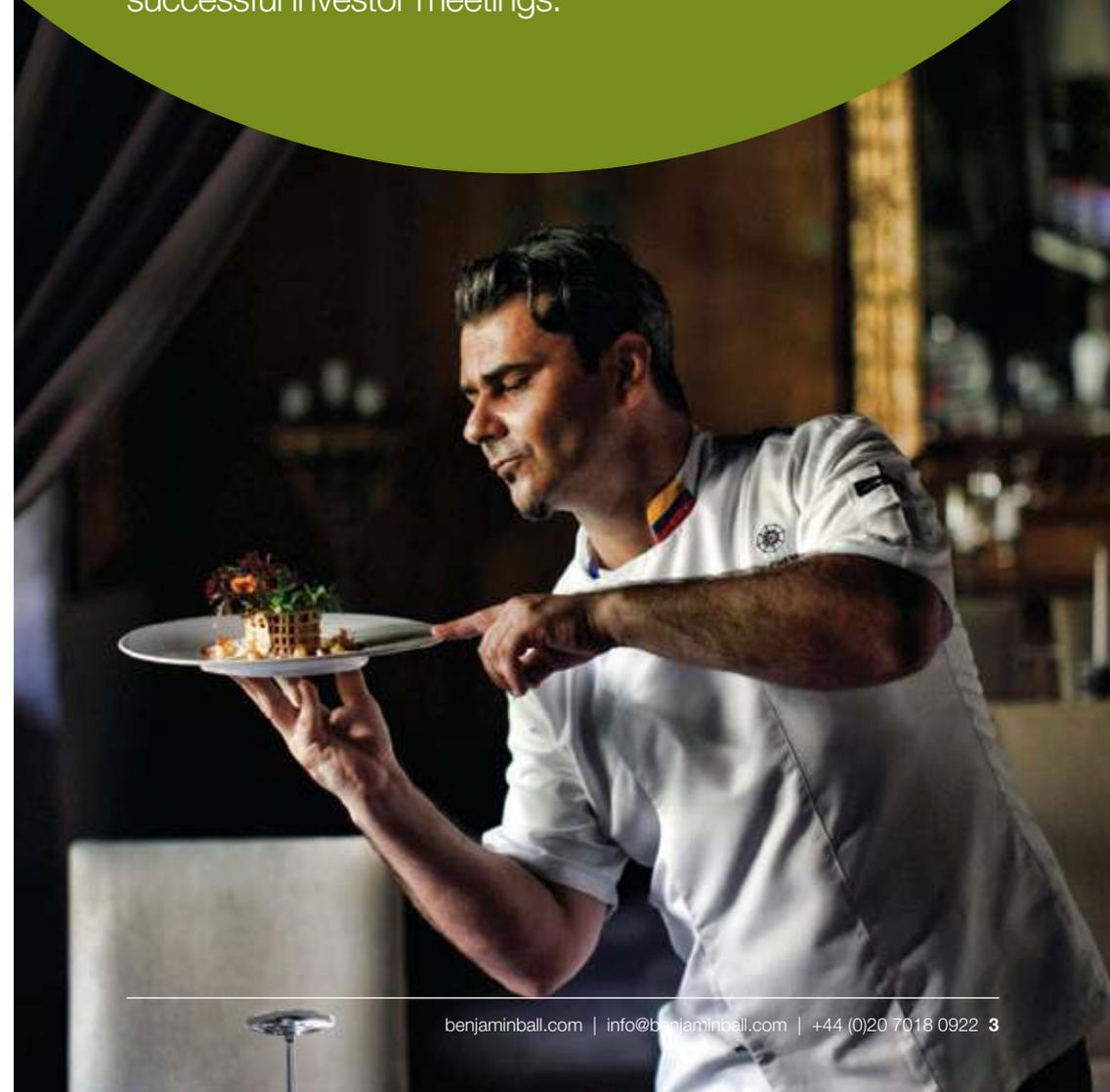
And it's worth every penny for the impact it has on each meal. It's a rare and natural finishing salt, collected by hand from the sea. Alexandre regards it so highly that he named his restaurant after it: Fleur de Sel.

This is a good lesson when you're raising capital or selling your company. You may have all the main ingredients, but how you tell your story – and the experience you deliver – will ultimately make the difference between no offer, an offer and a much more attractive offer.

Fortunately, there's a Fleur de Sel of investor relations — a service that brings everything together, ensuring that each component within your pitch is presented for maximum impact. It's the expertise and coaching from an experienced team who know how to speak to investors and what to say.

Answer the six questions in this guide to determine if your presentation will whet the appetite of potential investors and buyers of your company. Then contact Benjamin Ball Associates to learn how we can help.

Benjamin Ball Associates. The vital ingredient for successful investor meetings.



Fleur de Sel for your investor relationships

Who are Benjamin Ball Associates?

The team of pitch and presentation experts at Benjamin Ball Associates has helped companies get the best offer from investors and trade buyers for over ten years. Our bespoke approach uses a unique blend of 1:1 advice and coaching. Because your company is unique, we get to know and understand your specific challenges and give you practical tools to solve them. This results in:

- **Immediate results.** By focusing your time and attention only on the things that matter most, you'll get investor-ready in record time
- **Better offers** from investors and trade buyers. Just as presentation can make a meal more impressive, the quality of your pitch can make your company more valuable to investors
- **Less stress.** We'll walk you through the process and prepare you for each step, so you can rest assured you're putting your best foot forward

“BBA moved our presentation into a different league and undoubtedly improved the outcome and offer we received.”

Liz Warner
CEO, betty

These are just some of the UK and international companies that turn to Benjamin Ball Associates for expert support:



Award-winning results

Benjamin Ball Associates won **'Best for Investor Presentation Coaching – UK'** in the Alternative Investment Awards, and **'Best for Financial Presentation Training – UK'** in the Wealth & Money Management Awards.

Don't pitch until you answer "yes" to these six questions

These six questions will help determine whether you'll get an optimum result when you pitch your company.

You may already be covering some of these well, but the most successful CEOs – together with their corporate advisors, venture capitalists and private equity firms – master all of them.

Each aspect is just one ingredient of the complete dish. You need all six to impress investors, progress your deal and maximise shareholder value.

Check if you're ready to pitch your company to buyers or investors

1. Do you have a clear and compelling investment narrative?
(page 9)

2. Is your pitch book clear, succinct and easy to read?
(page 11)

3. Are buyers and investors centre-stage in your presentations?
(page 13)

4. Does your management team come across as world-class?
(page 15)

5. Are you able to handle challenging questions?
(page 17)

6. Do great investors want you as much as you want them?
(page 19)

See the pages indicated to learn more about each topic. And if your answer to any is "no" or "I don't know," contact us for a **FREE** strategy consultation.

Do you have a clear and compelling investment narrative?

Before parting with their money, investors want to know why your company is a smart investment, including:

What is special about your business?

Where will the next stage of growth come from?

How will you succeed against the competition?

That's why a **good investment narrative is one of the most effective ways to add value to your business**. It helps investors understand you and get excited about you. Everything you present to investors should have its roots in your central narrative.

But creating a stand-out investment narrative is often the hardest part of preparing for a transaction. How do you distill everything that's great about your business so it's simple, compelling and memorable?

Get help clarifying the unique value of your company

With hundreds of pitches under our belt, the experts at Benjamin Ball Associates know what your audiences value most. Combining this information with our objective insights as a third party, we are able to help craft compelling investment narratives most companies simply couldn't do on their own.

Contact us today to develop a compelling investment narrative.

“From the initial messaging session through to full implementation across our marketing and comms materials, Benjamin Ball Associates have helped us to define and explain our unique value proposition. As a result we have been able to attract new and different investors.”

Florian Kemmerich,
Managing Partner at
Bamboo Capital Partners

Is your pitch book clear, brief and easy to read?

Investors tell us that many pitch books look the same. They are too long, lack focus and all of them predict a glowing future.

It's tempting to create a long, detailed document. However, most potential investors prefer a succinct compelling one.

In fact, a poor pitch book can lose the investor or buyer before you've even had a chance to meet face-to-face, while a great pitch book is an opportunity to stand out.

Get help crafting the perfect pitch book

It's not easy deciding what to include, what to leave out and how to entice investors into wanting more. That's why the support of an experienced pitch advisor is so valuable.

Benjamin Ball Associates has worked on hundreds of private company sales, results presentations and IPOs. **We help make your pitch deck as easy to read as a good newspaper.** We use proven techniques refined over 10+ years. You'll come away with a deck that's punchy, clear and compelling. It will grab and hold investors' interest from the start to the end. And it will be tailored for your type of transaction.

“Keep your pitch books light. Leave the detail to be discussed in the second or third meeting.”

Lucian Wu
Previously Managing Director, Head of Asia at Paul Capital Partners

Contact us today to create a pitch book that gets investors excited.

“[They] ask me what I want to cover in a pitch meeting... I’ll say I’m interested in your market and competition, and they’ll open with their team and track record. That’s hugely frustrating.”

Alicia Gregory
Head of European Private Equity,
MLC Fund

Are buyers and investors centre-stage in your presentations?

Everything you communicate during your presentation should be tailored to that prospective buyer. Not only does it position your company as right for them, but it keeps them engaged. Nobody wants to be ‘taken through’ a generic presentation.

Uncover prospective investor priorities

To help make sure you address exactly what your audience wants, let the experts at Benjamin Ball show you ways of getting answers to questions such as:

What are their investment goals?

What are their backgrounds?

Why might they want to buy into your company?

We’ll also coach you to be comfortable with your materials so that you can **vary your pitch based on the buyers’ or investors’ feedback** in real time. For example, at the start of your presentation, you could ask what part of your pitch is of most interest to them. You can then spend more time on what they want to hear.

Contact us today to tailor your pitch for maximum impact.



“We had a good story to tell, but you helped us deliver it more coherently and more positively.”

Steve Whitfield
CEO Eurocamp

Does your management team come across as world-class?

Buyers and investors are looking for a marriage of minds. And your pitch meeting is the ‘first date’. During that meeting, they will be deciding whether you are right for them.

Buyers & investors, analysts & sales teams will observe you closely. Does your team seem engaged with the process? How do you all interact? Is the idea of committing money to you appealing?

For example, does your facial expression demonstrate interest, or do you look bored? Are you personable or do you come across as cold? The answer will probably surprise you.

The **non-verbal messages your team conveys are so important** that we film our clients role-playing meetings. When they see this footage, management teams are almost always shocked by how they come across.

Make sure your management team projects both competence and warmth

Fortunately, simple changes can make a big difference. Benjamin Ball Associates can coach your team so that you project the right image.

Contact us today and we'll help you demonstrate a world-class management team.

“We are looking for people we can team up with... The moment we find people who are aggressive and defensive about their history – if we can’t ask questions – then due diligence stops.”

Marc der Kinderen
Managing Partner, 747 Capital

Are you good at answering tough and aggressive questions?

The stakes are high for prospective buyers and investors. They need to make huge financial decisions with incomplete information.

So they rely on other signals such as how your management team handles questions. If something doesn’t feel right – a defensive or aggressive response, for example – then investors and buyers get wary.

“**BBA makes sure your financial presentation convinces even the most reluctant investor.**”

Philippe Moschetta
Al-Muhaidib

Prepare your management team to handle tough questions with poise

With extensive experience in investor and buyer meetings, Benjamin Ball Associates has seen the questions investors and buyers ask – so we can show you how to answer them effectively. **We will help you anticipate the toughest questions in advance**, advise on strong answers and coach your team to deliver them confidently.

You can turn difficult questions from a challenge into an opportunity.

Contact us today to prepare your senior staff for challenging Q&A.

“The best pitch is one that goes both ways. You really have to have discussion otherwise the meeting is not going to go very well.”

Andrew Kapp
Executive Director, JP Morgan
Asset Management

When you meet great investors, do they want you as much as you want them?

When you meet investors they are judging what you are like to work with. If they enjoy spending time with you, they are much more likely to invite you back for a second meeting. And if they see you are passionate about what you do, they are more likely to want to invest in you.

In fact, according to Amy Cuddy of Harvard Business School, the warmth you demonstrate is as important as your competence when investors are deciding whether or not to invest.

“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

Appeal more to investors

Charisma can be improved. And it's **one of the most impactful aspects of the training Benjamin Ball Associates provides**. By helping you re-think and practise your pitch meetings (and that means practise like a tennis player, not rehearse like an actor) you can transform the impression you make with potential buyers.

Contact us today to look and sound more engaging in every meeting.

Hungry for more?

Make your investment pitch irresistible

French chef Alexandre Lozachmeur built his success around expert use of his special ingredient – Fleur de Sel. We've built ours around making a difference to companies like yours, when getting ready to pitch to investors or potential buyers.

In fact, **many of our clients have reaped huge returns** from these services, saving hundreds of thousands of pounds in wasted time and effort, not to mention commanding better deals.

“Good insight and a great toolbox to improve my presentations and delivery of messages to boards, analysts and shareholders.”

Neil Pope
CFO, DU

We'll gladly put you in touch with a previous client so you can ask them about their experience. **Or better yet, try us risk-free (see the back cover) to see for yourselves the value that expert support brings to your company.**



“[BBA]... did a great job on our presentation... transformed an ordinary set of slides into a great presentation with a clear message. Would definitely use again and recommend highly.”

Nick Rogers
CEO, IPSO Ventures

“Our investment in the coaching has paid for itself many times over.”

Gerry Bastable
Director of Blast! Films



How Benjamin Ball Associates helped an award-winning TV company secure an investment from Sky

The Challenge

Blast! Films is one of the UK's longest-established TV production companies. The company's CEO, Ed Coulthard, approached Benjamin Ball Associates because he wasn't happy about his pitch book or how the team communicated their story. The sizzle that would get investors excited just wasn't there.

The BBA Solution

Working with Ed and his executive team, we helped them develop a shorter, punchier investor presentation that captured the essence of the company. It was half the length of the original deck. Then we rehearsed the team for the range of meetings they were about to face. They completely changed how they approached each investor meeting – turning “death by PowerPoint” into a powerful compelling pitch.

The Result

“BBA really put us through our paces to prepare us for investor meetings,” said Gerry Bastable, Director of Blast! Films. **“They transformed our pitch into a compelling investment narrative, delivered confidently. BBA undoubtedly helped us secure Sky TV as an investor.”**

“As programme makers we are passionate about quality,” Ed Coulthard added. **“BBA helped us communicate the quality of our business.”**

Sky took a majority stake in Blast! Films and Sky Vision distributes Blast's shows in the UK and internationally.

Let the experts at Benjamin Ball Associates prepare you for your investment pitch. Contact us today.

**Raising
capital?**

**Trade
sale?**

**Private
sale?**

IPO?

**We can increase your
chances of success and
help you secure better offers**

Book a complimentary consultation with one of our experts to discuss your investor challenges and find out how we can help. Contact Louise on **+44 (0)20 7018 0922** or email **louise@benjaminball.com**

Benjamin Ball Associates

1 King Street, London EC2V 8AU
+44 (0)20 7018 0922 | louise@benjaminball.com
benjaminball.com

**Benjamin Ball
associates** ●●●

pitch | present | persuade