

# Perfecting Your Pitch

**Workshop Led by: Ita Ekpoudom '03 and Kareem Maddox '11**

**Presentation by: Ita Ekpoudom, Partner, GingerBread Capital**

# A Little About Ita



- Member of the GREAT Class of 2003
- First job Post Princeton: Goldman Sachs
- Grad School: Wharton, MBA
- Big Leap: Leaving corporate life to start my own firm...Tigress Ventures
- Current Job: Partner, GingerBread Capital

Ita Ekpoudom

# A Little About Kareem



- Class of 2011
- Former Producer: Gimlet Media's The Pitch – a podcast where real entrepreneurs pitch to real investors—for real money
- Professional basketball player
- Big Leap: Leaving The Pitch in January to prepare full-time to compete in the 2020 Summer Olympics (now postponed)\_

Ita Ekpoudom

# Elements of a Perfect Pitch

COMPELLING  
BACKSTORY

DIFFERENTIATED  
BUSINESS MODEL

COMPETITIVE  
LANDSCAPE

SCALABILITY

FUNDING

# Compelling Backstory

- **What is the Problem or Opportunity?**
- **How big is the Problem or Opportunity?**
- **Who are you and what makes you uniquely qualified to address the Problem or Opportunity?**

# Differentiated Business Model

- How does your company solve the problem?
- How much does your product or service cost?
- How much does it cost you to make your product?
- How long do you retain your customers?

# Competitive Landscape

- Who is the competition? Yes, you have some.
- How are you differentiating yourself in the market?
- Do you have any proprietary IP or strategies to keep you ahead of the competition?

# Scalability

- What is your Go-to-Market Strategy?
- How much does it cost for you to acquire a customer now vs at scale?
- What are the key performance metrics for a product or service in your industry?
- What are three key milestones you have achieved to date?



# Funding

- How have you funded the business to date? Have you raised any outside capital? If so, from whom?
- Is now the right time to raise? If so, how much are you raising?
- What are the intended use of proceeds?
- How long of a runway do you currently have without new capital and how much runway will the capital give you?

# Volunteers to Pitch

# Case Study: Monti Kids



[The Pitch Episode #56](#)

# Case Study: Incredible Health



[How I Raised Venture Capital](#)  
NFX Podcast & Article

[CEO Psychology Raising VC](#)  
Twitter Thread