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
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)
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