Be this, not that. (‘Nuff said.)

Stylish

Faddish

Rule #2:
You <u>are</u> the Thing.

- Don’t use slides as a “crutch.”
- Make yourself the object of attention.
- Eliminate distractions (including embedded objects and video links.)

Be this, not that.

Attention-getting

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Distracting

Rule #3:
Act the part.

- Don’t read from slides or scripts.
- Practice, practice, practice your pitch.
- Ruthlessly cut out all irrelevant details. Then cut <u>again</u>.

Be this, not that.

Just enough

Too much

Rule #4:
No one cares.

- Not about your smarts or invention.
- Not about your plans to do good.
- Show investors how you are going to make <u>them</u> money.
  (You're pitching to investors, not a Nobel Prize committee.)

By Alice (AliceNWondrInd) (originally posted to Flickr) [CC BY 2.0 (http://creativecommons.org/licenses/by/2.0)]

Be this, not that.

Planning

Preening

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Rule #5:
Tell the truth.

- You can fool some people. Sometimes.
- But investors talk.
- You will harm your reputation and chances to raise additional capital. (Which you will need, despite what you believe now, *especially* if you are "fudging" to cover a fault in your business model.)

First Blush:

How Professional Angels do the Quick Look

Entrepreneur:

Investors do not look for reasons to select you; they look for reasons to de-select.

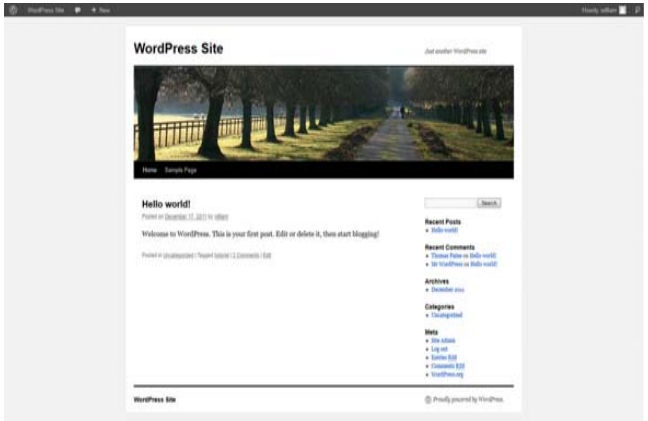
But…but…but…but…but…but…but…but…but…but…but…

Investors see too many promising deals to dwell on marginal ones.

- All investors have some method for performing a “quick look” for weeding out what *appear* to be flawed deals.
- Even if the deals aren’t flawed as they might first appear, investors don’t want to spend valuable time reconsidering first impressions.

1. Investors check out the company's website.

- Is there one?
- Registered domain name or just a Facebook page?
- 404 error? Broken links?
- Tombstone page or content-rich?
- Professional-looking or done by an obvious amateur?
- Product mock-up or actual product shown?
- Physical address in the "Contact" information?



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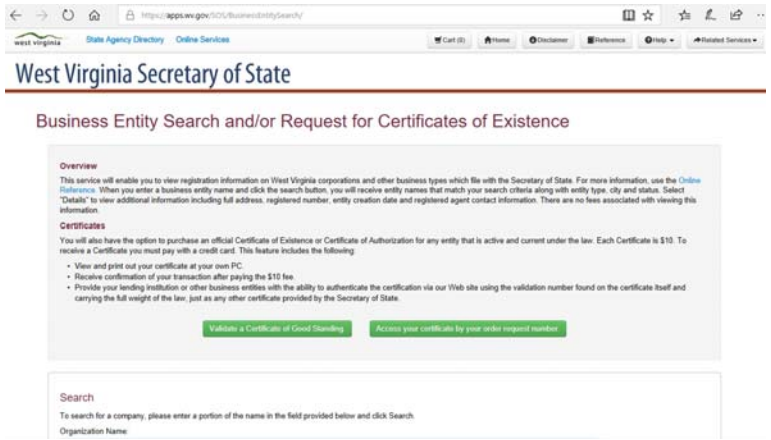
2. Investors check out founders' social media profiles.

- Stupid is as stupid does on social media. Q: "Would you give a stupid person your money?"
- Resumé padding is obvious, esp. on LinkedIn.
- Beware of "serial entrepreneurs", "thought leaders," and anyone calling themselves a "strategist."
- Are the entrepreneurs working full or part-time (or no time) in the business?

3. From the description of the business on the company website and on social media…

- Is there a plain, easily understood description of what product or service the company provides?
- Why should anyone care?
- Who would care enough to trade $$$ for what the company is selling?
- Is there a Call To Action (CTA)? Is there information for prospects on how to buy or become a customer (more than just “Contact Us”)?

4. Investors check registrations with the Secretary of State.

- Is the company actively registered?
- What is the business structure?
- How long as the company been in existence?
- Have annual reports been filed on time?
- What are the street addresses of the company office and officers?