



**Angel  
Investment**  
Network

eBooks

# Pitch Walkthrough



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# Introduction

**How can you make your pitch stand out on Angel Investment Network?**

I spend half day responding to entrepreneurs asking for help with their pitches; and the other half talking to investors about what makes a good pitch.

So, it didn't take me long to realise that I could make everyone's lives easier by putting all the information I had learned about writing the perfect pitch in one place.

This is that place.

In this document, I will take you through the creation of your pitch step-by-step. I will give you detailed advice on each section based on my experience with entrepreneurs and investors. I will also point out little hacks that will help you to get the most out of our platform.

When I first wrote this, **only 9.6%** of our entrepreneurs opened it and benefitted from its advice. Despite this, the results were clear. **That 9.6% got far more interest** from investors on the site than most other pitches.

**Now the word has got out and 61% of our entrepreneurs are using it and achieving great results.**

Don't get left behind!

# Company Info

In each section you will be required to fill out a number of fields and choose options from dropdown menus.

## Pitch Title

For **paid** accounts you can give your company name. If you intend to opt for our free package option, we advise you to write a title that indicates the type of product/service your business offers but it must be anonymous.

The screenshot shows a web application interface for editing a pitch. On the left is a dark sidebar with a close button (X) and navigation links: Company Info, Pitch & Deal, Team, Images & Videos, Documents, Packages, and Extras. The main content area is titled 'Company Info' and has a 'Back to dashboard' link. A green progress bar indicates '75% complete'. The form contains the following fields:

- Pitch Title**: 10 characters remaining. Input: My First Pitch
- Company Name**: 75 characters remaining. Input: (empty)
- Website (Optional)**: Input: http://
- Where is your company based?**: (question text, no input visible)

At the top right of the form area are two buttons: 'Preview Pitch' and 'Publish'.

## Company Name

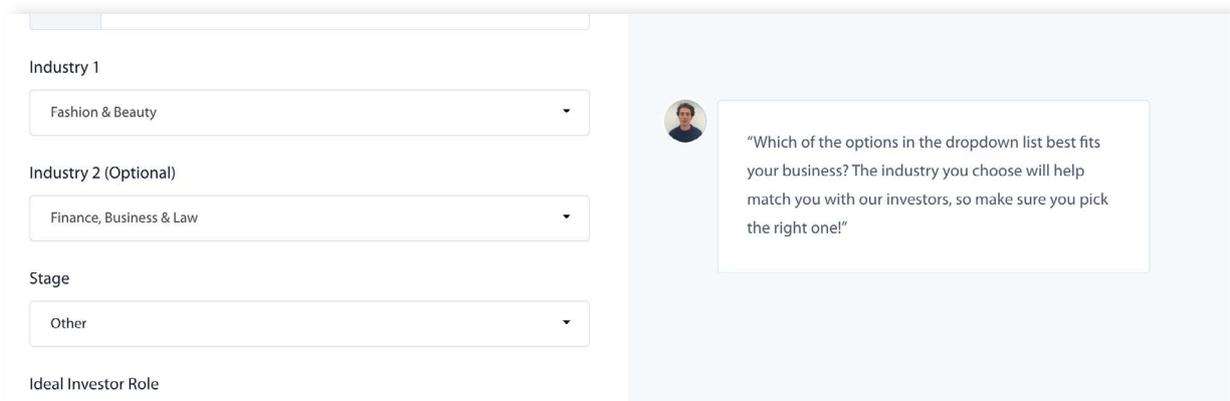
Please input your registered company name for our records. This will not display on your live pitch.

## Website

If you have a website please leave a link as it allows investors to see tangible evidence of your business progress, a real explanation of what your product/service does and, perhaps, areas in which they can help you improve. Again this service is only available to you with a paid account.

### Note:

*If you are confused, hover your mouse pointer over the question mark icons on the right hand side for advice. Remember the more detail you can provide the more professional and attractive your pitch will be to investors.*

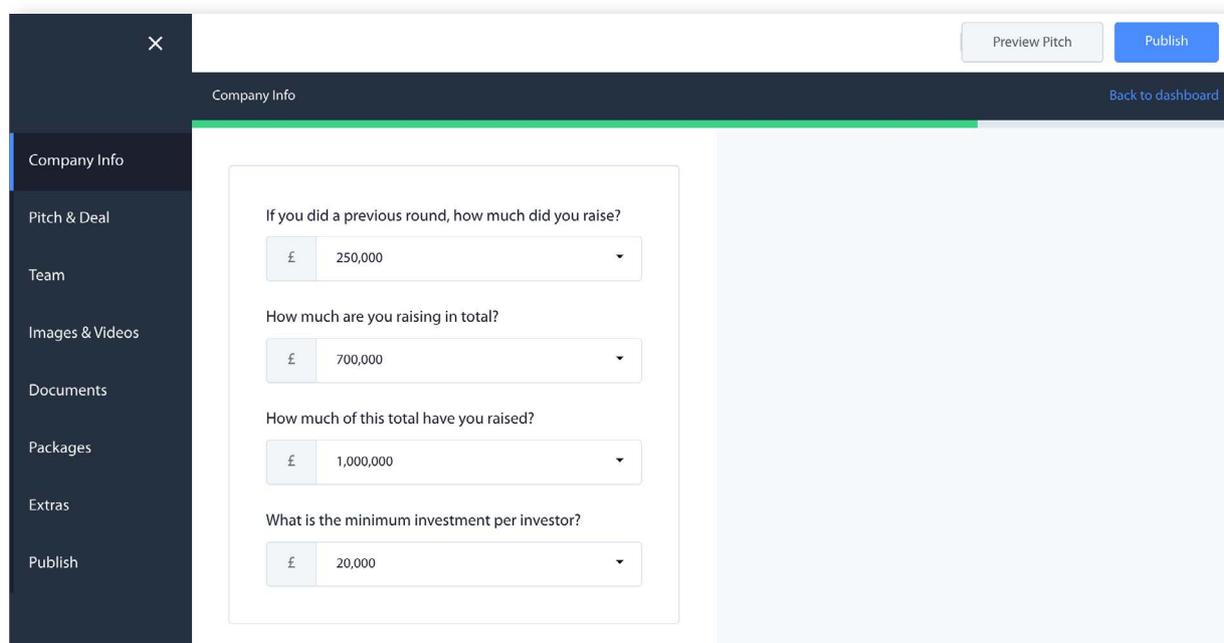


The image shows a screenshot of a form with three dropdown menus on the left and a tooltip on the right. The dropdown menus are labeled 'Industry 1', 'Industry 2 (Optional)', and 'Stage'. The 'Industry 1' dropdown is set to 'Fashion & Beauty', 'Industry 2 (Optional)' is set to 'Finance, Business & Law', and 'Stage' is set to 'Other'. Below these is a label 'Ideal Investor Role'. The tooltip on the right, which appears when hovering over a question mark icon, contains the text: "Which of the options in the dropdown list best fits your business? The industry you choose will help match you with our investors, so make sure you pick the right one!"

The other categories are self-explanatory and offer a list of options in drop down boxes. Remember the more detail you can provide the more professional and attractive your pitch will be to investors.

The boxes at the bottom of the page ask you to give details on funds.

The first box asks for funds raised in a previous round, if you invested your own funds, or had help from family and friends, or have already had professional investment then give details. It can inspire confidence when investors see that your idea has already been taken seriously whether by you or other investors. If you have had no previous investment, leave this box blank.



The screenshot shows a web interface for 'Company Info'. On the left is a dark sidebar with navigation links: Company Info, Pitch & Deal, Team, Images & Videos, Documents, Packages, Extras, and Publish. The main content area has a header with 'Company Info' and 'Back to dashboard'. At the top right are 'Preview Pitch' and 'Publish' buttons. The form contains four questions, each with a dropdown menu:

- Question: "If you did a previous round, how much did you raise?"  
Dropdown value: £ 250,000
- Question: "How much are you raising in total?"  
Dropdown value: £ 700,000
- Question: "How much of this total have you raised?"  
Dropdown value: £ 1,000,000
- Question: "What is the minimum investment per investor?"  
Dropdown value: £ 20,000

## How much are you raising in total?

This box must be filled in. You can't raise money without showing exactly how much you need to grow your company.

## How much of this have you raised?

Obviously you might be uploading this pitch midway through your funding round, and so you should indicate how much you have already raised. This can inspire confidence from investors.

## What is the minimum investment per investor?

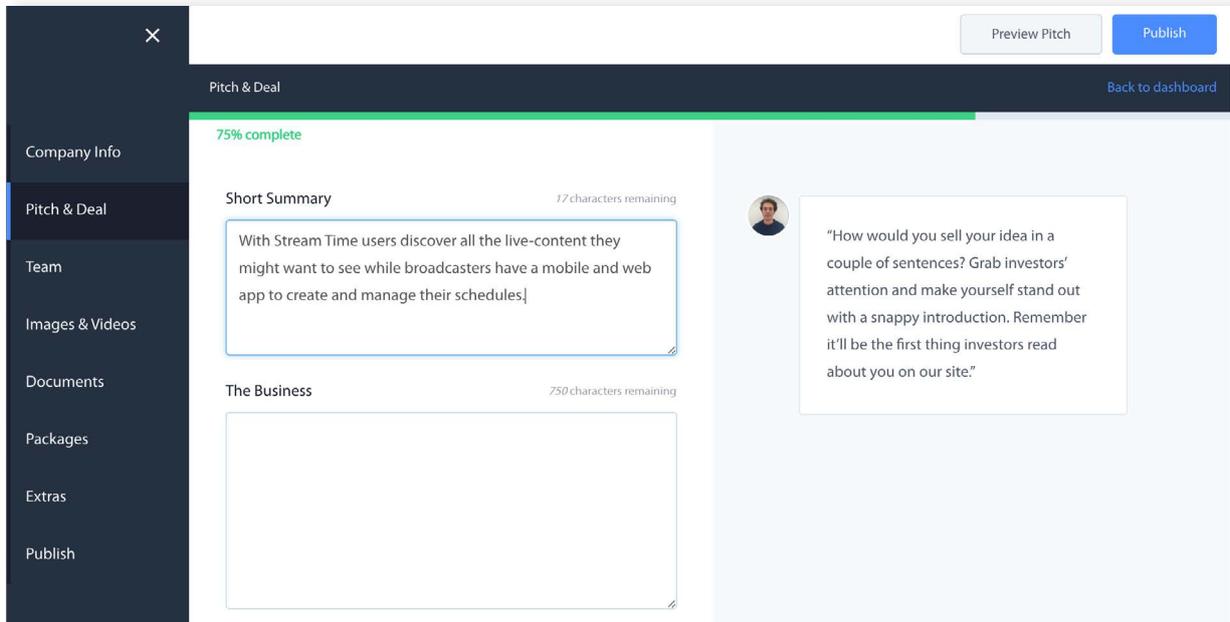
You should make this as small as you can, as some investors only want to invest small amounts of money; your pitch will therefore be matched with more investors on the site.

Click 'Save & Continue' to save this section and move on to 'Pitch & Deal'. You can return and edit this section at any time before and after you publish your pitch.

### **Hack #1:**

*Remember to keep updating this as you receive offers from investors. This will make the percentage go up on the funding bar on your pitch. Investors love this! They want to see momentum and that other investors are interested. Please note that you do not have to achieve 100% in order to receive investment.*

# Pitch and Deal



## Short Summary

The ability to explain in no more than a couple of sentences exactly what your business does is an important and surprisingly difficult skill. If done well, it gives investors a good understanding and framework with which to start reading your pitch in the 'Pitch' section. If an investor does not understand your short summary, they will often not go on to read the pitch. So don't get caught up in your own intricate understanding of your company, but explain it simply and concisely.

### Hack #2:

*It is the 'Short Summary' and 'Highlights' sections that appear when your pitch is listed on the site. The 'Pitch' itself only appears once an investor has clicked on your pitch. So getting the 'Short Summary'*

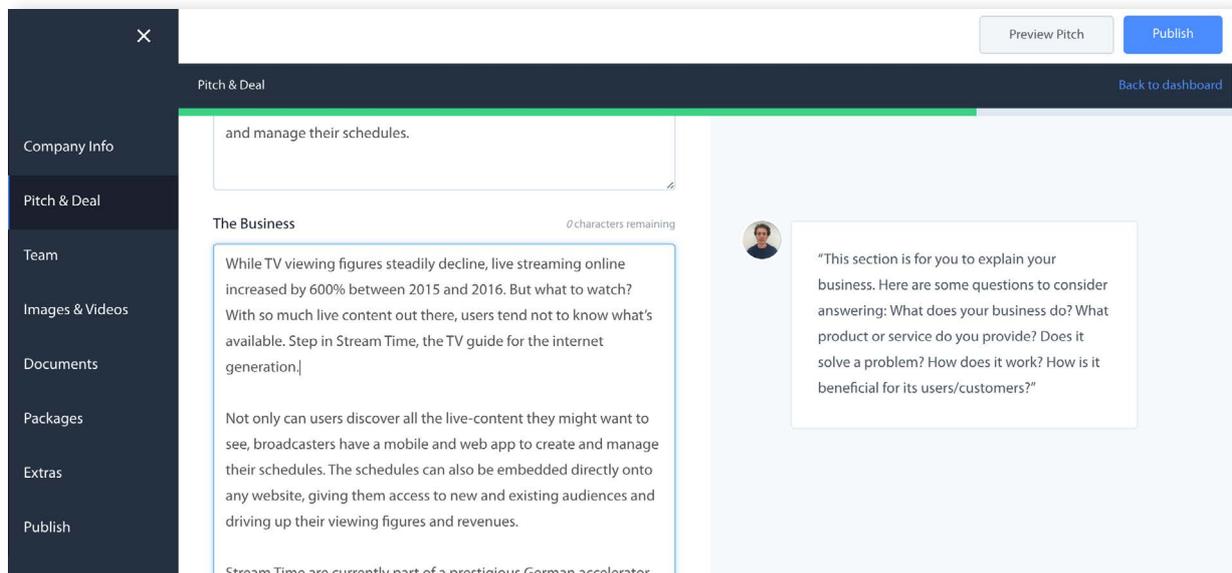
*and 'Highlights' spot on will have a huge impact on how much interest you receive.*

## The Business

There is any number of ways to write a good business pitch. We recommend a simple structure which we like to call the 'Problem/Solution Framework'. This will help you articulate the service and value of your business most easily.

**Problem** - what is the real world problem that makes people's lives more difficult than they should be?

**Solution** - how does your company solve this problem?

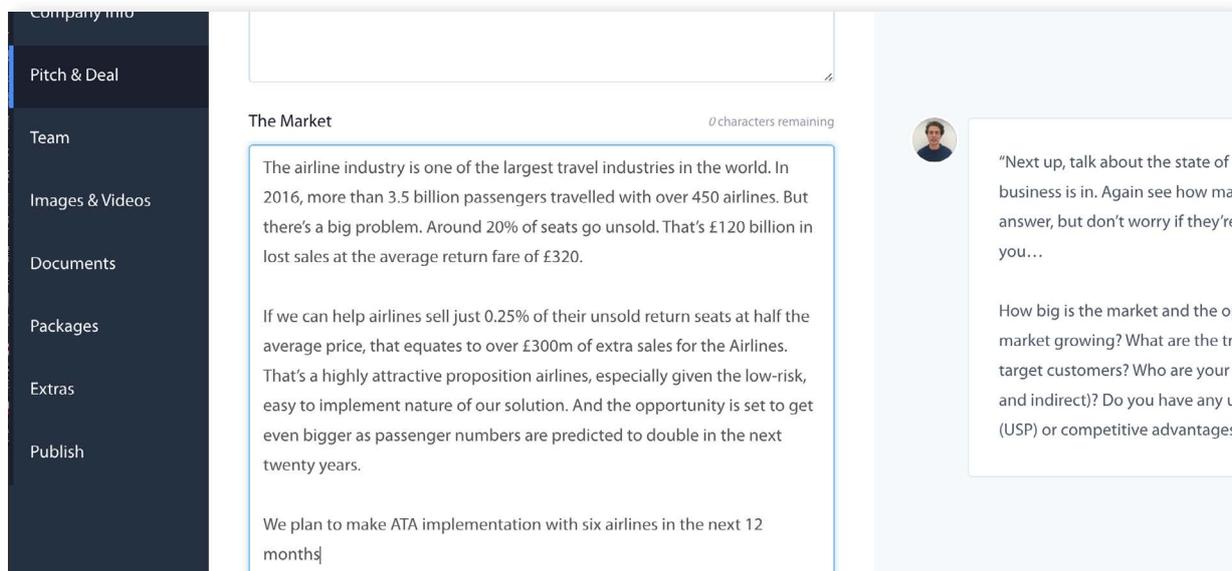


The screenshot shows a web interface for writing a pitch. On the left is a dark sidebar with a menu: Company Info, Pitch & Deal (highlighted), Team, Images & Videos, Documents, Packages, Extras, and Publish. The main content area has a top bar with 'Pitch & Deal' and 'Back to dashboard'. Below this is a text input field containing 'and manage their schedules.' The 'The Business' section is active, showing a text area with the following text: 'While TV viewing figures steadily decline, live streaming online increased by 600% between 2015 and 2016. But what to watch? With so much live content out there, users tend not to know what's available. Step in Stream Time, the TV guide for the internet generation.' Below this is another paragraph: 'Not only can users discover all the live-content they might want to see, broadcasters have a mobile and web app to create and manage their schedules. The schedules can also be embedded directly onto any website, giving them access to new and existing audiences and driving up their viewing figures and revenues.' At the bottom, it starts with 'Stream Time are currently part of a prestigious German accelerator'. To the right of the text area is a callout box with a profile picture and the text: 'This section is for you to explain your business. Here are some questions to consider answering: What does your business do? What product or service do you provide? Does it solve a problem? How does it work? How is it beneficial for its users/customers?'. At the top right of the interface are 'Preview Pitch' and 'Publish' buttons.

## The Market

**General Market** - How does your product/service fit the market? Is the market growing? What are the trends? Do you have clients lined up, who are they?

**Competition** - how does your product solve your identified problem better than anyone else? Who is both your direct and indirect competition?



The screenshot shows a pitch deck editor interface. On the left is a dark sidebar with navigation options: Company info, Pitch & Deal (highlighted), Team, Images & Videos, Documents, Packages, Extras, and Publish. The main content area is titled 'The Market' and contains the following text:

The airline industry is one of the largest travel industries in the world. In 2016, more than 3.5 billion passengers travelled with over 450 airlines. But there's a big problem. Around 20% of seats go unsold. That's £120 billion in lost sales at the average return fare of £320.

If we can help airlines sell just 0.25% of their unsold return seats at half the average price, that equates to over £300m of extra sales for the Airlines. That's a highly attractive proposition airlines, especially given the low-risk, easy to implement nature of our solution. And the opportunity is set to get even bigger as passenger numbers are predicted to double in the next twenty years.

We plan to make ATA implementation with six airlines in the next 12 months

On the right side of the editor, there is a preview area showing a slide with a profile picture and text:

"Next up, talk about the state of business is in. Again see how ma answer, but don't worry if they're you...

How big is the market and the o market growing? What are the tr target customers? Who are your and indirect)? Do you have any u (USP) or competitive advantage?

## Progress Proof

What have you done so far that indicates the value of your company to investors? What are your assets? Do you have patents, sales, users, internet followers, pre-orders, extensive research completed; anything that demonstrates your achievements to date and your potential moving forward.

We recommend using bullet points in this section and

abbreviating your language so that your points are easily digestible.

## Objectives/Future

This is really a brief summary to re-emphasise why your product/service is attractive to investors following from everything you have said so far. And a chance to state what you hope to achieve with funding and investor advice. If you can, it is also useful to mention potential exits. Investors want to know when they can expect to see returns on their investment!

The screenshot shows a pitch deck editor interface. On the left is a dark sidebar with navigation options: Pitch & Deal, Team, Images & Videos, Documents, Packages, Extras, and Publish. The main content area is divided into sections. The 'Progress/Proof' section has a text input field containing a bulleted list: 250,000 social media followers, 43,000 downloads of the initial app, 5,500 pre-registration sign-ups for the new platform, Team with exit experience in place, and Qualified for SEIS. The 'Objectives/Future' section has a text input field containing: Projecting £3.85m in sales and profit of £2.92m in 2021. On the right, there is a comment bubble with a profile picture and text: "Okay so we know about the bus market. We now need to know a how's it actually going so far?" Below it is another comment bubble with text: "Again, here are some possible th Do you have a prototype, finishe website? Have you received any from users or industry experts? V you done? Do you have any pre-clients lined up? Do you already clients or users? Do you have any followers? Have you been featur you won any awards? Do you ha

### General Comments:

Your pitch is effectively a simplified version of your executive summary/investor deck, designed to entice the investors to look more closely at your business and resultantly get in touch with you.

While structure is essential, it is also crucial to give off an air of professionalism by avoiding poor spelling and grammar,

abbreviations and colloquialisms (unless suitable for your business). Additionally, you should maintain a detached professional tone and avoid begging, pleading and hard luck sob stories.

### Hack #3:

*The amount of effort and relevant detail you put into your pitch will dictate how high up the pitch lists you appear on our site. In other words, the harder you try the more likely you are to get investor interest.*

*Your choice of package and the "Featured Exposure" booster also help propel you to the top of the lists.*

The screenshot shows a pitch submission interface with a dark sidebar on the left containing menu items: Pitch & Deal, Team, Images & Videos, Documents, Packages, Extras, and Publish. The main content area is divided into sections:

- Progress/Proof** (567 characters remaining):
  - 250,000 social media followers
  - 43,000 downloads of the initial app
  - 5,500 pre-registration sign-ups for the new platform
  - Team with exit experience in place
  - Qualified for SEIS
- Objectives/Future** (56 characters remaining):
  - Projecting £3.85m in sales and profit of £2.92m in 2021.

On the right, there is a profile picture and a text area containing the following text:

"Okay so we know about the bus market. We now need to know a how's it actually going so far?"

Again, here are some possible th Do you have a prototype, finishe website? Have you received any from users or industry experts? V you done? Do you have any pre-clients lined up? Do you already clients or users? Do you have any followers? Have you been featur you won any awards? Do you ha

## Highlights

It is highly recommended to fill these in. These are what appear when your pitch is listed on the site and so the more eye catching they are the better. Investors tend to be busy people and are not

going to spend hours reading the minutiae of every pitch. They will skim through and see what catches their eye. Everything else will be ignored and forgotten.

Good highlights include: proof of traction (users, social media followers, sales etc), awards, notable distribution channels, SEIS/EIS eligible.

It does not matter if you have already mentioned some of your highlights in the 'Pitch' section; they are meant to highlight the most attractive aspects of your pitch.

#### Hack #4:

*It has been proven that when people skim read a document, it is numbers and symbols like bullet points that catch their eye. So make sure your highlights include some impressive numbers!*

The screenshot shows a pitch deck editor interface. On the left is a dark sidebar with navigation options: Pitch & Deal, Team, Images & Videos, Documents, Packages, Extras, Payments, and Publish. The main area is titled 'Highlights' and contains four numbered items, each with a text input field and a character count:

- 1 35+ live pilots across London (29 characters remaining)
- 2 The only access control company to have been championed by Cisco (64 characters remaining)
- 3 1,500+ regular users since Jan 2017 (35 characters remaining)
- 4 £967k of recurring revenue forecast year 1 (42 characters remaining)

At the bottom right of the highlights section, it says '59 characters remaining'.

## The Deal

Simply, are you looking for a loan or an equity deal?

Most Angel Investors prefer equity deals especially when they can get Tax relief from an SEIS/EIS deal. It also allows them to have a more hands on role in their investment.

Pitch & Deal

Team

Images & Videos

Documents

Packages

Extras

Publish

The Deal 7 characters remaining

Looking for £350,000 - Min per Investor £10,000

We are looking for £250k in exchange for 20% of the business. There is a three year financial income and expenditure forecast together with a firm plan of activities to set up the business to operational state. Software development and branding partners have been identified, accountants appointed, banks accounts setup, domain names secured. The most significant investment will be on software development and marketing. The business will make a loss in year 1 of £156k, profit in year 2 of £778k and profit in year 3 of £5.7m. Profit and loss accounts and the three year financial forecast have been validated by accountants.

SEIS/EIS Advance Assurance and a full business plan is in place|

 "Very simply, what equity willing to give away in ret if you want a loan, what t might also like to go into you're going to use the fu"

If you decide on equity, state the stake (percentage) you are willing to give up and the amount of funding you require for this stake.

If you decide on a loan, state the terms of the debt and any security you can offer.

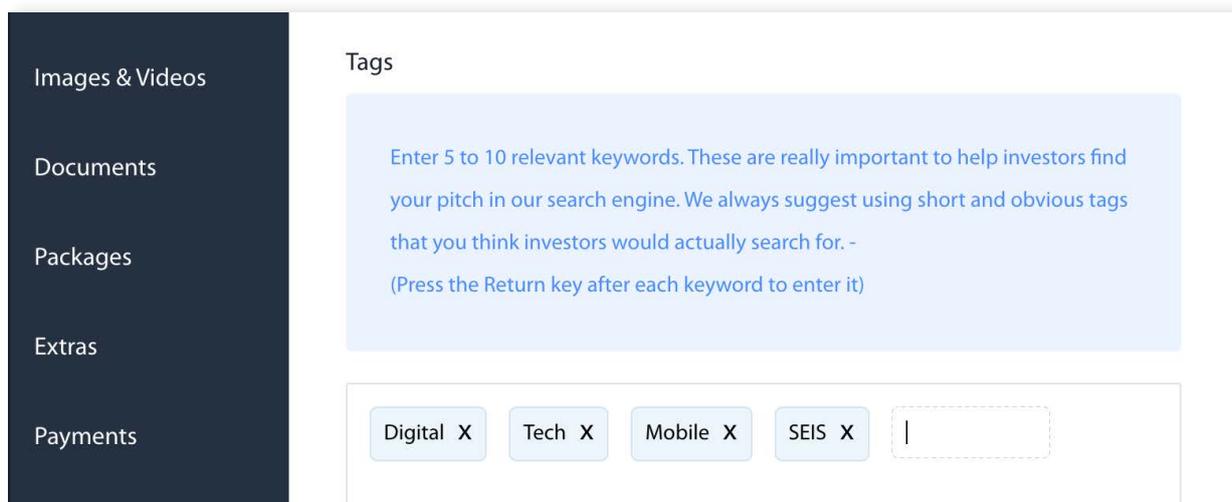
## Financials

This section is not required as most startups do not have any figures and forecasts are difficult to estimate. If you are a more established company and you have impressive revenue figures, it will obviously be helpful to include them!

## Keywords

It is really important that you fill this section in with any words that are relevant to your business. Your keywords feed the algorithm which will match you with relevant investors on the site. Therefore, the more relevant words you can think of, the more investors will be paired with your pitch. To enter a keyword, type the word or short phrase and press 'Enter', a blue box should appear around it.

Examples of keywords include: industry specific ones like "Food & Drink", "Retail" and "Fashion"; product related ones like "Tech",



Images & Videos

Documents

Packages

Extras

Payments

Tags

Enter 5 to 10 relevant keywords. These are really important to help investors find your pitch in our search engine. We always suggest using short and obvious tags that you think investors would actually search for. - (Press the Return key after each keyword to enter it)

Digital X Tech X Mobile X SEIS X |

"beer" and "App"; geographical ones like "London" and "India"; deal related ones like "SEIS"; and anything else relevant to your business.

You need to work out what interested investors would write as their own keywords if they were trying to match with a business like yours.

# Team

## Team Overview

Give a brief introduction to the people helping to drive your business.

## Team Members

This section is fairly self-explanatory. Introduce the people on your team and explain why they are great for your business and in general. We recommend you give us a concise insight into the highlights of their CV: where and what they studied, what they have worked on, who they have worked for, previous startup experience etc. The more relevant information you can provide the better impression you will create.

Photos and links to LinkedIn profiles make your pitch look better and give you credibility as well as helping investors with their due diligence.

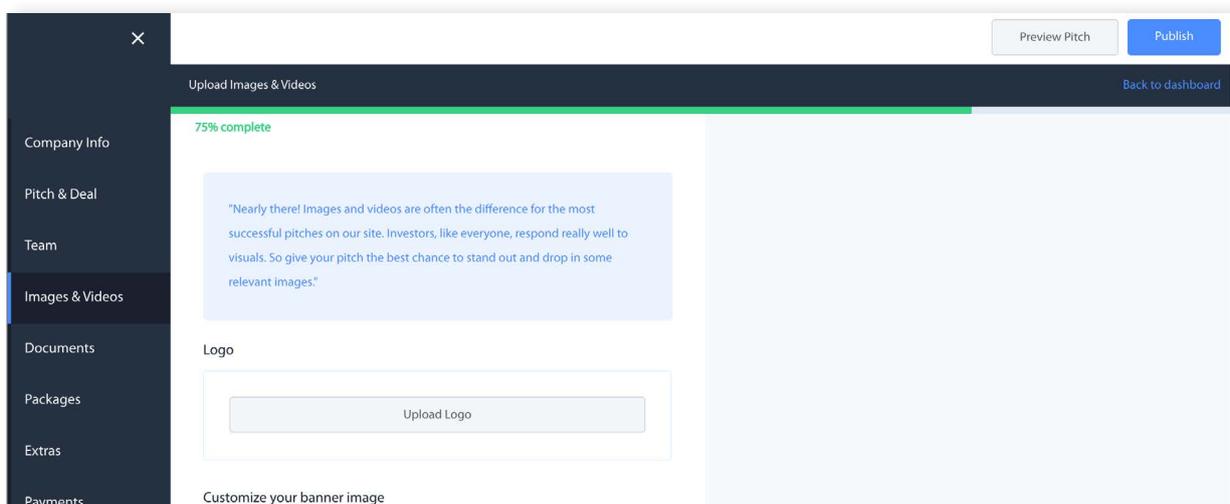
#### **Hack #5:**

*Data from the site shows that investors spend a long time looking at the "Team" section. When you think about this, it makes sense. Why would anyone invest their hard-earned cash in a company unless they believed the team had the experience, expertise and competence to make it a success?*

*N.B. Information for individual team members will only appear for paid packages. If you fill them in and upgrade later your info will still appear and you will not have to re-type it.*

# Images and Videos

Pitches which are visually appealing get on average 32% more interest from investors than those without. So even if you don't have a logo yet, find a relevant image and upload it! We recommend you do likewise for images too. If you do have a logo and your own images then great!



Promotional videos are an excellent and engaging way of explaining what you do. Ask yourself, would you rather read through paragraphs explaining how something works or watch a visually stimulating clip that achieves the same thing? Videos like this don't have to be expensive to make, so should definitely be an avenue worth considering if you want your pitch to be up among the best on the site.

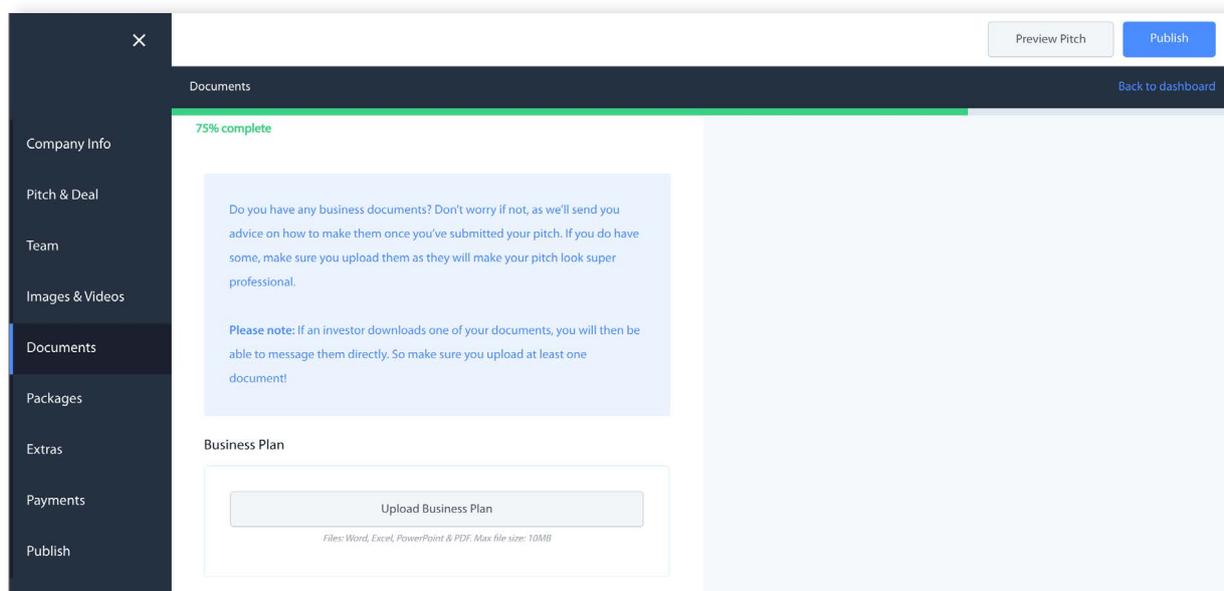
This feature will only appear for paid accounts.

# Documents

This section allows users to upload their business documents which investors can then download and view at their leisure. Obviously, the more professional information you can provide investors with, the more they are likely to take you seriously.

When an investor downloads your document, you then gain access to their contact information and will be able to message them.

Please note, your documents will only appear for investors to download if you choose a paid package option.



# Packages

The novice account is free and allows you to trial the site if you are uncertain about it. You have access to the basic features like the ability to showcase your written pitch (though it must be anonymous) and the ability to message any interested investors.

The Novice account can be a good way to test the water, but your company name, links to your website, team member identities, images and documents will not appear to investors. Additionally, your pitch will rank below paid packages in the lists and you do not get the advantage of the weekly mailouts to our network. So by selecting Novice you risk underselling your business and not giving it sufficient exposure.

The screenshot shows a 'Choose your Package' interface with a sidebar on the left and a main content area. The sidebar includes links for Company Info, Pitch & Deal, Team, Images & Videos, Documents, Packages (highlighted), Extras, and Payments. The main content area displays a comparison table for four packages: Novice (Free), Pro (£149.00), Global Pro (£349.00), and Executive (£1,499.00). A progress bar at the top indicates '75% complete'. The 'Pro' package is marked as the 'Current Package'. The table compares features such as Listing Period, Local Online Exposure, Investor Contact Details, Company Details, Local Email Exposure, Increased Exposure, More Traffic, Logo, Images, Videos & Docs, Refund Guarantee, and Team Members.

	Free	£149.00	£349.00	£1,499.00
	Novice	Pro	Global Pro	Executive
Listing Period	30 Days	90 Days	90 Days	120 Days
Local Online Exposure	✓	✓	✓	✓
Investor Contact Details	✓	✓	✓	✓
Company Details	?	✓	✓	✓
Local Email Exposure	?	✓	✓	✓
Increased Exposure, More Traffic	?	✓	✓	✓
Logo, Images, Videos & Docs	?	✓	✓	✓
Refund Guarantee	?	✓	✓	✓
Team Members	?	✓	✓	✓

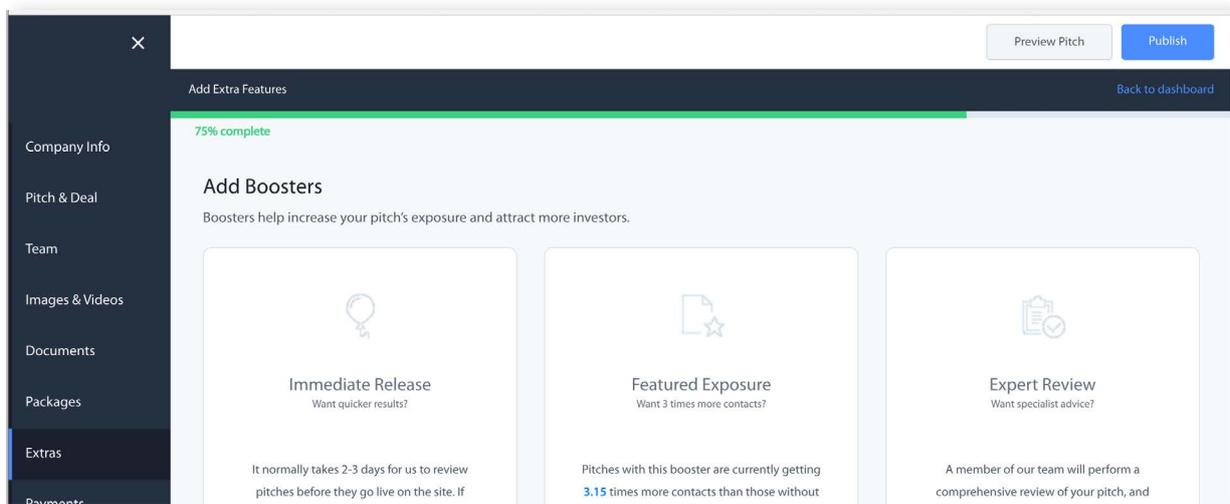
The two Pro accounts give:

- Full access to all the features (see image below) so that you can make your pitch as professional as possible.
- A higher rating and listing on the site so you get greater exposure.

- Direct exposure to our investors via an email of your pitch.

The Executive package is our premier option with unparalleled exposure. For enquiries, please email [admin@angelinvestmentnetwork.co.uk](mailto:admin@angelinvestmentnetwork.co.uk)

**N.B. If you do not receive interest on your Pro or Global Pro account you will be fully refunded at the end of your listing.**



# Extras

## Immediate Release

Your pitch will be fast-tracked past the approval process and be launched on the site the moment you click 'Publish'.

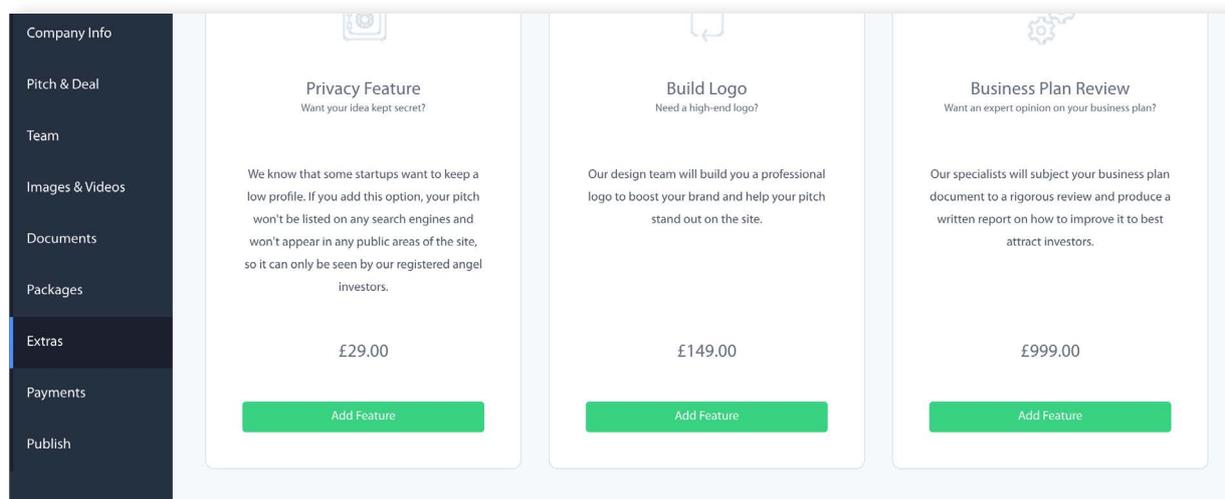
## Featured Exposure

This will improve your online visibility: you will be displayed on the homepage, you will appear in the 'Featured' section at the top of the pitch lists, your pitch will appear higher in the search

results and your pitch will be displayed in the right column of every page in the investor area.

## Expert Review

Your pitch will be read by a member of our team who will perform a comprehensive review of your pitch content and structure. They will then get back to you with suggested amendments and a report on your strengths. They will also check for typos, errors of spelling and grammar and opportunities to improve the written English.



## Privacy Feature

For increased traffic we index the title and short summary of your pitch on search engines. This feature stops your pitch being listed on Google or on any other search engines. It will also not appear on the public areas of the site so can only be seen by our registered Angel investors.

## Payment

If you opted for one of our paid packages and/or any of our boosters, you will be taken through the payments process. Once payment is submitted, you'll be taken to a final page which gives you general info about next steps and allows you to preview your pitch.

When you are happy, click 'Publish' to submit your pitch to our team for approval.

### Remember

Your pitch, once submitted, will be examined by a member of our team. If you haven't given sufficient detail or your pitch is messy and error-strewn, you will be invited to edit it before trying for approval again.

So, to save everyone's time, make sure it's good before submitting!

### Hack #6:

*Once you're live, you'll probably want to know about ways to boost your chances and speed up the process. So here's some advance info:*

*Our core model only allows you to message investors who have contacted you. But, we do offer a feature called "Nudges" which allows you to send personalized messages to investors you think would be a good fit.*

eBooks

## For more information

[admin@angelinvestmentnetwork.co.uk](mailto:admin@angelinvestmentnetwork.co.uk)