

Pitching to investors

Most investors have the same general investment thesis. However, any particular investor also likely asks a different **specific question**, which is pivotal to making their financing decision. **Investor-specific preparation is key**, as is **clarity** on meeting **objectives** and investment rationale. Details are important, but should not detract from clearly articulating the story.

General investment thesis for healthcare related firms



Pivotal question for a specific investor



Approach to meetings and presentations

