

# 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

What is the **ROI**?

How **fast** can it get to market?

How **risky** is it?

How **little** an **investment** can we make?

How quickly can it generate the **first sale**?

What is the **upside**?

How **large** an **investment** can we make?

## Approach to meetings and presentations

Research the **specific investor** prior to the meeting, including in companies they have financed and why

Mention objectives for the meeting at the start, including specific **financing sought**

In addition to the overall company story, hit the investor's likely **hot buttons**

Keep the **presentation high-level**, on point and on track, but be prepared to **answer questions in detail**

Provide **clean and crisp** presentation slides, but have **back-up details** in slides or handouts with