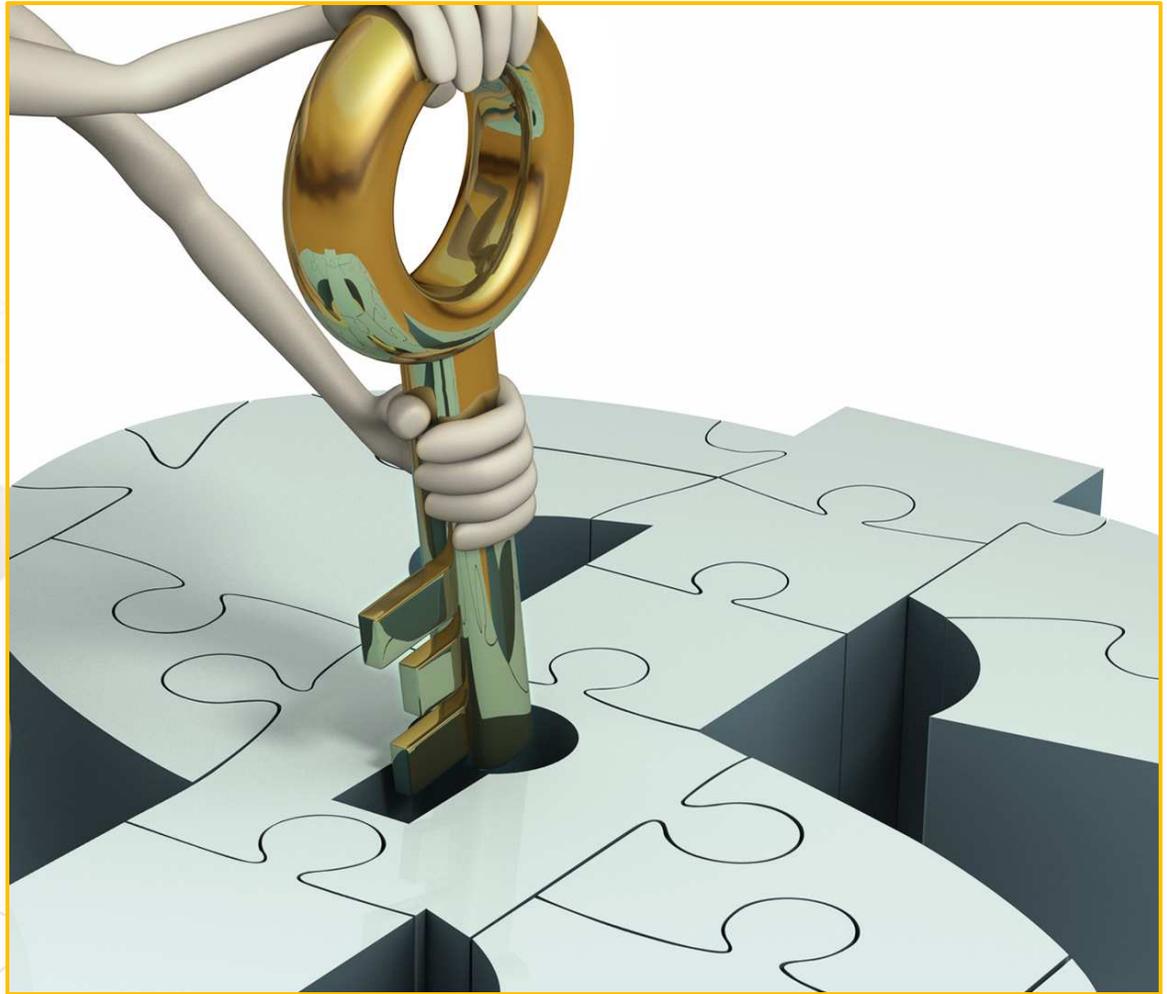


# Financing Your Business for Growth

## Pitching your Business to Investors

By Hajara Adeola  
CEO Lotus Capital Limited



**TAKING YOUR BUSINESS TO THE NEXT LEVEL**



## Why is this important?

- *“If you want something said, ask a man;*
- *If you want something done, ask a woman.”*

- Margaret Thatcher

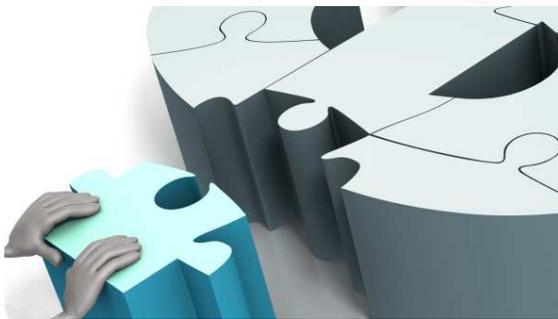


# Presentation Outline

- ✓ First Things First  
**Strategic Thinking**
- ✓ Prepare Yourself  
**Key Documents**
- ✓ Pitching to Potential Investors  
**Elevator Pitch & Business Plan**
- ✓ Tailoring your Pitch  
**Prospect Profiling**
- ✓ Presenting with Impact  
**Getting your message across**
- ✓ Summary  
**Game Framework**



# STRATEGIC THINKING



- First you need to Identify your **Company Goals**
- Then, identify your **Critical Success Factors** (the things that must go right for you to achieve the company goals)
- Then, identify the **Barriers** (the things that stand in the way of achieving the goals, such as money)
- Finally, you need to identify where and how you can raise capital and **Prepare to Pitch** to your target audience



# To Pitch you need to Communicate

**Good Communication is critical to success**

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You need to know:

- **What to say**
- **When to say it**
- **How to say it; and**
- **Who to say it to**

This results in great communication





## Prepare – Remember the 5 Ps

**“proper preparation prevents poor performance”**





# Preparing to present to potential investors

## Key Documents to have available

Documents	Comments
<b>Executive Summary</b>	1-2 pages max
<b>Business Plan</b>	20-50 pages
<b>Due diligence Materials</b>	Company registration documents, Market structures, Research, Papers, Patents, Licenses and Regulatory considerations
<b>Business Valuations &amp; Financial Accounts &amp; Forecasts</b>	
<b>Deal Structure</b>	Capital structure and terms



## Prepare Yourself: Your Business Plan

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**Business Plan** is a formal statement of a set of business goals, the reasons they are believed to be attainable, and the plan for reaching those goals.

**Basically, your entire business idea all in one document**



# Prepare Yourself: Your Business Plan

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Your Business Plan should contain (at least) the following:

- 1 • Executive Summary 1-2 pages max
- 2 • Your Business Idea – Product/ Technology/ Service
- 3 • Market/Customer Analysis
- 4 • Competitors & your Unique Selling Point
- 5 • Risks & Mitigants
- 6 • Financial Projections
- 7 • Your Business Requirements – What you are asking for



# Your Business Plan : Tips

- Tailor pitches to the occasion & the investor
- Keep it Short & Simple
- Separate Facts from Assumptions
- Mitigate risks
- Contact information should be easy to find
- Ask for what you want



# Prepare Yourself: Elevator Pitch

selling your idea to a busy executive in 1 min or less

You have been trying to see (say) Bill Gates to sell your idea but have not been able to get an appointment yet.

Just by chance as you walk into the elevator despondently you see him in there alone. You are both going down to the ground floor. You have his undivided attention for 1 minute.

**What are you going to say?**

Your objective is to:

1. Get your key points across including your Unique Selling Point (USP)
2. Get a follow up action-meeting, referral, contact details etc





# Preparing to Pitch to Potential Investors

## Business Plan Review- What every investor wants to know

1. *How much do they want to raise?*
2. *How much can I make?*
3. *How much can I lose?*
4. *Who says this thing will work?*
5. *Who else is in the deal?*
6. *How big is the market and what is the competition?*
7. *How will the company reach its clients?*
8. *How do I get my money out and when?*



# Making Effective Pitches

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## Set your goal and keep it before you

What do you want to happen as a result of your presentation. 4 goals:

1. To inform
2. To request for an action
3. To persuade
4. To build a relationship

Decide which it is, let your audience know what you want at the beginning and end.

Present your basic idea and give an outline that will lead to the desired result

## Do your homework

Research your topic – speak about something you have experience in

- Anticipate questions and make sure you have the facts to answer – inoculate against objections



# Making Effective Pitches: Investor Profiling

"For the best results in business communications, you have to tailor the communication mode to the target audience"

Most of the investors you meet will have only one question in mind:

"What's in it for me?"





# Know your Prospect: Investor Profiling

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Investors have different reasons for investing or a combination of reasons in varying degrees:

- ✓ *Return on Investment*
- ✓ *Capital Preservation*
- ✓ *Publicity*
- ✓ *Unique Investment Needs*
- ✓ *Their reason for being (e.g. IFC SME Fund)*

If you don't profile correctly, you may end up saying the right thing to the wrong person or the wrong thing to the right person



# Know your Prospect: Investor Profiling

Some investors have preference for specific types of capital

- *Equity*
- *Debt*
- *Hybrid*

Some investors have a minimum threshold for investments to be considered

But at the end of the day, the question any investor will ask is:

**WIIFM?**  
*What's In It For Me?*

# Presenting with Impact





# First Impressions

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## Making a Powerful First Impression

The audience will make decisions about you from your first appearance, your words and sound of your voice

- Plan your opening sentences and practice in the mirror
- Use short sentences, build rapport
- Keep technical info to a minimum
- Grab attention with a joke, anecdote, provocative question

Arouse curiosity and get the audience looking and listening to you

## Before you start

- Take a deep breath
- Your first word will not be “well, uh, eh, umm”
- SMILE
- Keep smiling and look pleasant throughout the presentation



## Sample - Opening

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### **Making a Powerful First Impression**

“My name is [insert name] and I am the founder and CEO of XYZ Ltd.

I have been involved in the development of several technology solutions involving...

That experience came during my affiliations with other companies in the industry including ...

Now before we get into the presentation, I must confess that I sometimes let my personal enthusiasm and fascination with the details creep into everything I’m saying. For this presentation, I’ve promised myself to focus on just a handful of issues (show slide of outline)

Here are the issues that I want to discuss with you today....

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# The Way Audiences Receive Your Message

## Plan your format and delivery

*How* you give your talk can be more important than *what* you say

50%	How it looks	70%	Body language
40%	How it sounds	23%	Tone of voice
10%	What you say	7%	What you say

**Your appearance is critical. Dress appropriately, neat, clean, smell nice**

The voice can add colour and texture to your words. Vocal variety, including variations in pitch, volume, and speed, will help your audience understand what ideas are most important by how you stress them vocally



# How to keep your audience interested

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- Make eye contact.
- Use body language.
- Show you're **happy** to be there.
- Move around. Avoid using podiums.
- Show your audience what you tell them.
- If you're using flip charts, use two.
- Present your information instead of reading your notes.
- Use visual-aids but only as an aid.
- Vary your activities and presentation modes.
- Get the audience involved.
- Be a **good listener**.
- Be yourself.



# Presentation Tips

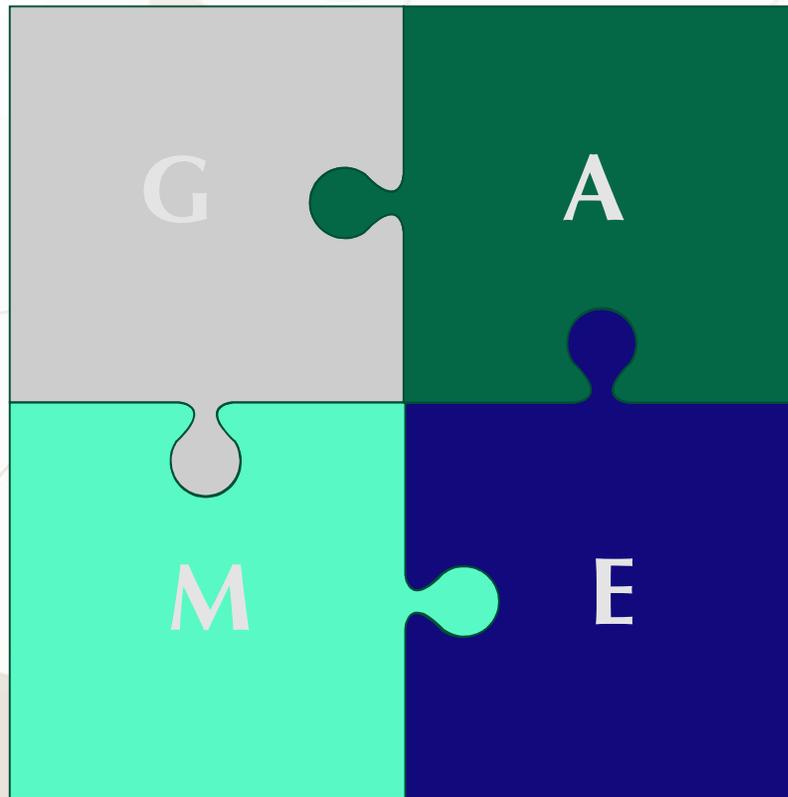
Present...





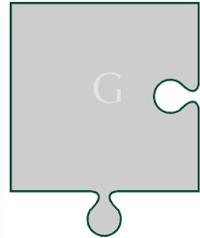
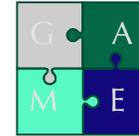
# SUMMARY

## The Game Framework



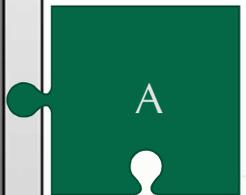


# Game Framework



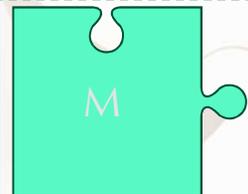
## Goal

- What do you want to achieve during this interaction? What should our audience think/feel/do by the end?
- What might our audience wish to achieve?
- Begin with the end in mind!



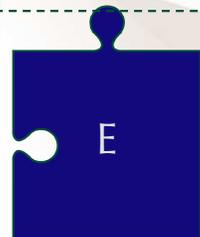
## Audience

- Who is the audience (number, roles, style, experience, interest)?
- What's on their minds? What's in it for them?
- What do they know? What questions might they have? What concerns might they have?
- How will you best engage them?



## Message

- What are the core messages you must get across?
- What messages will different stakeholders need to hear?



## Execution

- How will you grab the attention of our audience?
- Which medium will have the most impact?
- How will you involve participants?

## My Contact



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