

Want to attract investors to your new social enterprise?

You need to tell your story in a sincere, enthusiastic, engaging, and concise way that demonstrates how investors can help you deliver your product or service. Many social entrepreneurs are familiar with writing grant applications. That is great for getting a grant, but getting investors (debt or equity) requires a different approach because investors have different expectations.

Pitching is different. It is oral and face to face:

You get just 10 minutes and 7 slides to make your case for support.

Seven slides are all your presentation should contain. Pitches need to be clear, concise, and compelling. Listeners want a taste of the story, the social impact you will make, and the way you plan to make money and pay back the investors.

Cover Page (Slide 0)

- Name of business or product
- Tagline (if you have it)
- Contact information

The Problem (Slide 1)

- What problem is your business addressing? (Note: this slide is NOT about your social impact; it is about the commercial appeal of your product or service.)
- Why is this problem significant? How serious is the pain currently?
- Who has this problem?
- Why are existing businesses unable to satisfy the need?

The Solution (Slide 2)

- How does your business address the problem?
- What is so unique about your product/service?
- How does your product or service function?

The Social Impact (Slide 3)

- What is your social impact?
- How will you measure it?
- Who is/are the direct beneficiaries of this impact?
- Who is/are the indirect beneficiaries of this impact? (For example, Goodwill is the direct beneficiary of its stores' profits and the indirect beneficiary is its worker training program.)

Revenue Model (Slide 4)

- How will your business make money?
- What is required to make your business profitable (Number of sales? Number of customers? Number of products? Over what period of time will you reach CFBE (cashflow break even)? Profitability?

Go to Market Approach (Slide 5)

- What does the sales process look like?
- How will you reach target customers?
- What are your sales, marketing, and distribution strategies?
- What is the cost to acquire a customer?

Current Status (Slide 6)

- What is your stage of development? Technology/product? Team? Financial metrics/revenue?
- What has been the progress to date? (Be frank: distinguish between current reality and the future)
- What are your future milestones?

The Ask (Slide 7)

- What support are you looking for? Talent? Customers? Funding?
- What will this support help you to accomplish?

If you feel you need more work on your start-up in order to address most of the points in the slides, consider participating in the workshops, bootcamps, and mentoring programs of the Center for Social Enterprise Development. For more information, go to <http://csed.cincoho.com>.

If you would like to observe pitches by other start-ups, there are several programs in Central Ohio that provide regular forums for start-ups (not usually social enterprise startups) to make pitches. Two programs that are free and open to the public are

- Wake Up Start Up www.wakeupstartup.com
- SunDown RunDown www.sundownrundown.org

Keep current on developments in social entrepreneurship. Regularly check our website for new resources and programs: <http://csed.cincoho.com>