

## How to Prepare for the Pitch: A Step-by-Step Guide

1. Identify your real ideal investor
  - a. Is your vision aligned with their interests?
  - b. Are you clear on what type of investment you need?
    - i. Debt / Equity / Grants / Community Bonds or Funds
  - c. How actively do you need the investor to engage in your business?
  - d. Do you have all your financials etc. in order?
  
2. Convincing a Social Impact Investor
  - a. Be clear: your products, unique selling proposition, target audience, distribution channels
  - b. Future goals & vision: where do you want to take the business?
  - c. Financials: annual revenue, profit margins, audited financial statements (if available), pro formulas for future growth if the investment comes in
  - d. Accountability: governance structures in place, financials, social impact reporting
  
3. Convincing a Social Impact Investor Part II
  - a. Have a clear ask
  - b. Where can you compete on value?
  - c. Operational aspect of your business (team / experience / expertise / growth to date)
  - d. Potential for scale
  - e. Possible risks & mitigations (business, operational, financial)
  - f. Exit options
  
4. Convincing a Social Impact Investor Part III - SWOT
  - a. Industry sector
  - b. Local: can the community you work with scale and benefit
  - c. Long-term sustainability – where are you “ploughing” back
  - d. Demonstrate social impact: lives changed, job creation, carbon footprint, gender support (?), inclusion, diversity, other areas to measure?