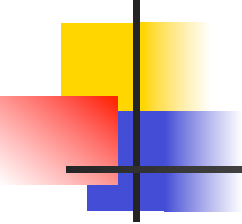




Creating Your Elevator Pitch

Eagle Ventures, Inc.
www.EagleVentures.biz



There are more ‘good’ deals than money, but there is way, way more money than there are great deals.



What makes a great versus a good deal?

- A huge market
- A sustainable competitive edge
- A great business model
- Multiple potential acquirers
- A great, not a good, CEO



What's a great CEO?

- A great people person
- Someone who has good judgment out on the front line, in the trenches, where it counts

Every CEO is a CEO for the first time



Why aren't you getting funded
if you have a great deal?



If you have a ‘great’ deal, and you are not getting funded, then:

- It's not due to a lack of money
- It's not due to the fact that you don't have a great deal (unless you are deluding yourself)
- **It's all in the articulation**



When the sale really takes place:

- The first 10-15 seconds
- The next 75-80 seconds
- The next half hour/hour

It' s not in the business plan



Keys to a great elevator pitch:

- The first 10-15 seconds
- What you do
- Something that independently authenticates the importance of what you do
- **The objective: “Tell me more”**



The Pitch

- The ‘SALE’ takes place here; not in the Business Plan
- The Pain and the Solution
- Give examples that illustrate potential of the opportunity
- The Return
- Establish that there will be a ‘next’ conversation



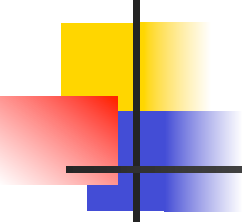
Key points of your pitch:

- An iterative process
- Practice, practice, practice
- Enthusiasm
- Be authentic
- Fake it until you make it



Your Personal Coach

- Listening to their thoughts
- An iterative process
- Being totally frank
- Assume not communicating
- ‘To your bones’



Remember, at some point in time
somebody might have mentioned to
Columbus,

“Did you ever think of asking
Queen Isabella” ...

and the world changed, right there,
in that moment.