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.