



Making a good impression on VC's

- Passion.
- No shortcut for preparation
- Know your audience & your media
 - Acronyms, financial vs strategic investors
- Know the “market”—suppliers, competition, customers, substitutes, regulation
 - TAM (total addressable market) vs niche
 - Market intel: use the Internet and free newsletters
- Simple explanation for the business model
- Focus on Business Development
 - What drives revenue?
 - What pain point are you addressing?
 - Why is your product/service compelling?
- Projections, Valuations, and the sniff test
- Risk
 - Execution vs. technology
 - Management team, advisory board
- Prepare for Q&A
 - Practice with your family

