



DON'T MAKE THESE
TOP 5
PITCH
MISTAKES
WHEN FUNDRAISING

Speaking from experience...

We know how hard it is to fundraise while running and scaling a business.

At the recent "Angel Investing - what to know and how to pitch event" we covered the fundamentals from 2 key investors.

They shared their experiences with the same mistakes being made by founders over & over again.

Be sure to download this guide to avoid making the same mistakes as the many founders we know.

Ellen Smoak, Katie Dunn, and Kat Weaver sat down to share their shared experiences and lessons learned in the pitch/investing world!

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the top 5 PITCH MISTAKES to avoid

#1 Expecting an investor to listen to a 30+ minute pitch.

Investors are crazy busy so do not take it personally if they don't have more than 10-15 minutes to meet with you to start building the relationship. You need to learn how to concisely convey you and your company's value in seconds (which does take practice)!

#2 Oversharing.

Think quality over quantity in a pitch. We see a lot of founders hurt their chances of a next meeting with investors because they couldn't answer questions quickly and efficiently.

#3 Not knowing competitors.

There's no such thing as having "no competition." You have to know what products or services your customers are using or can choose versus what you offer then explain why you're better.

#4 Not practicing answers to ?s.

This ties into the oversharing/"word-vomitting." Investors will ask tough questions - it is part of their job! You have to be able to answer questions about every aspect of your business. If you're unsure about certain metrics, competition, marketing and more - practice potential answers to showcase that you know what you're talking about!

#5 Unable to talk about your projections.

Financials are one of the most difficult topics for founders. Investors know you might not have an accounting background, but you should be able to talk about basic costs, expenses, revenues, and future projections. Investors aren't writing checks as a donation. When you're confident in your numbers - so are they.

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