

# Pitch Structure for ScaleUps

You're pitching for tens of millions. You have meetings lined up with Investors.

These are not typical pitches – you'll get 30+ minutes to present.

**Here's a structure that will work for organising the great content you have to share.**

*Your Goal: Communicate you have a High Growth, High Margin, High Recurring business, with a Differentiated, Strongly Defensible Business Model.*

Manfred Krikke, HPE Capital

## INTRODUCTION: 10-15 Minutes

The Pain that you solve, together with headline market size.

Brief description of product, and vision for where you are going.

Metrics that matter - 6-8 big numbers of achievement and growth.

Team and Board: experience and character of who will make it happen.

Your personal drive and passion for the business.

## MAIN BODY OF PITCH: 10-15 Minutes

Expand on the product and ensure they fully understand how it works.

Business Model - including any weaknesses and changes in the future.

Market size and development, international expansion plans.

Competition, where you stand and why you can win.

Traction, growth, metrics, and lessons learned along the way.

## FUTURE & NEXT STEPS: 5-10 Minutes

Investment - how much, and what will we invest the money into.

Milestones - where will the money take us. Revenue, new territories, users.

Re-State the vision.

Make a decision about whether you want to deal with questions as they come up, or defer them to the end – and inform the attendees of this decision at the beginning. This helps you keep control of the pitch.

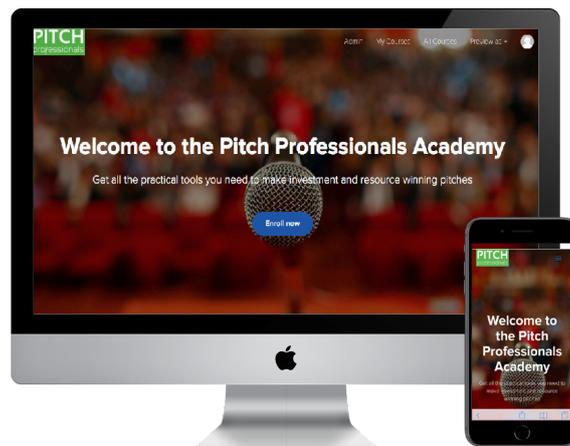
Basic principle of pitching: combine rational and non-rational. In these pitches, you still need an element of passion. However, the numbers and rational content have a much higher importance than an early-stage pitch.

*Thanks for additional input: Manfred Krikke, Erik de Deugd, Philippe Méda, Alex Thatcher, Ken Carroll.*

# Online Pitch Masterclass

You want to learn to pitch, but can't afford the time or money for 1:1 coaching.

**Now you can access the tools that have helped hundreds of Startups and Professionals to pitch for investment, resources and business.**



## Your pitch coach David Beckett

David has spent years learning what helps Startups and Professionals make better pitches. He has delivered his pitch workshop over 500 times, and now brings these tried and tested tools into a practical, actionable online Masterclass.

- TEDx Speech Coach
- Creator of **The Pitch Canvas**®
- Coached over 800 Startups
- Helped them raise over 200 Million Euros in investment
- Author of the book **Pitch To Win**
- Trained 1000s of professionals in companies like Google, Booking.com, Unilever, ING and PwC, in 27 countries



**"I've seen David transform ordinary presenters into fantastic pitchers. Follow the steps in this course and you'll have a great shot at pitching successfully for the resources you need to make your innovation ideas a success."**

*Patrick De Zeeuw, Co-Founder, Startupbootcamp Global Accelerator and Innoleaps Corporate Accelerator*

Find out more at [bit.ly/2SL2X7J](https://bit.ly/2SL2X7J)