



Can Your Pitch Convince Angel Investors To Give You Money?

By *Bryan Brewer*, Business Plans Northwest, Seattle WA

Did you know that the most important factor in getting investor interest is the quality of your pitch? Angels are looking for great investment opportunities, but more importantly, they are looking for leaders who understand their business and can communicate it clearly and effectively.

Investors tell me time and again that most pitches they hear leave them cold...confused about what the business does or why they should invest. This is no surprise. Many entrepreneurs have never pitched before and few have actually been coached. I can guarantee that if you work with me, **your presentation will stand out from the crowd.**

Over the last ten years, I've helped my business plan clients raise more than \$15 million in funding. My broad technology background (aerospace, multimedia, Internet) allows me to quickly grasp technical innovations. My experience as a book author, corporate trainer, and public speaker gives me the communication skills to craft a compelling pitch. And in my work with local entrepreneurial groups and on angel screening committees, I've seen what works and what doesn't. In short, *I know what angel investors are looking for*, and I can help you give them what they want.

An **Investor Pitch Makeover™** from Business Plans Northwest gives you everything you need to position your company for angel funding success:

Funding Strategy Review	An evaluation of all critical success factors that lead to angel investment, including market opportunity, business model, traction, go-to-market strategy, financial projections, board of advisors, deal terms, valuation, targeting of angel groups and investors, and more.
Compelling Story	A narrative that generates maximum investor interest in your business, including a bullet-point script for your presentation.
PowerPoint Slides	A set of professionally produced slides that complements and supports your verbal pitch.
Practice Sessions	One-on-one coaching – where you view video recordings of you giving your pitch – for critique and improvement of your delivery skills, including specific guidance on handling questions.
Executive Summary	A clear and concise description of your business in the one-page AngelSoft format used by most angel groups.

Here's how you benefit from my

Investor Pitch Makeover™

- **Competitive advantage** over other entrepreneurs raising angel money
- **Confidence** in your delivery skills and presentation style
- **Assurance** that your pitch tells investors what they want to hear ... no more, no less

As my client, you also gain access to my **network of contacts** who can help you get funded.

"Bryan is so well thought of among ZINO Society staff and entrepreneurs that he coaches. We are very proud to have him involved as a ZINO Society coach. You can always count on hearing a clear, concise investor pitch from those entrepreneurs that Bryan has coached!"

– *Cathi Hatch, ZINO Society*

"Bryan has a gift for creating the essential message to convey to investors. He's able to cull technologically oriented materials into clear and comprehensive consumer oriented language and identify the 'why invest' message. Bryan's easy to work with, very focused on efficient and effective work product, and cognizant of deadlines. I wholeheartedly recommend Bryan as a business plan writer and now as a developer of investor presentations."

– *Janis Machala, Paladin Partners*

Pitch with Confidence!

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