Twitter Thread by Brock Briggs



Brock Briggs
@BrockHBriggs

I currently intern for a venture accelerator where I listen to and provide feedback on pitches from startups looking to get funded.

Here are 7 things I've learned so far ■

1/ Forget the elevator pitch

Be able to describe what your business does and how it does it in one sentence.

VC's have short attention spans. Explaining what you do quickly means you understand your business and the value it offers.

2/ Tell a story

Every good story has a beginning, a middle, and an end - the same way a good pitch does.

Beginning: What is the problem?
Middle: What did you do about it?
End: Where is it going?

3/ Explicitly define the problem

Explain in detail what the issue is your customer has and WHY they have that problem.

Just because you have sales doesn't mean you're solving a problem.

Good businesses with exponential potential solve problems.

4/ Understand why you're different

If you're a first-mover in a good business, you will have competitors.
If you're not a first-mover, you already have competitors.

Know what value you bring that others do not. Why did customers choose you and why will they continue to?

5/ Don't be afraid to talk finances

Explain how much money you have into the project. Skin in the game aligns your incentives with VCs.

Everyone knows you're there for money. Say how much you're looking to raise, what that specific money will do, and where it will take you.

6/ Everyone needs a good team

Detail why each of your team members is best suited for the job.

Talk about prior successful exits. Experience speaks more than words.

7/ ENERGY

You could have the best idea in the world but if you're aren't excited to tell people about it, nobody will care.

However you feel about your business will be heard in your tone, word selection, and body language. Make sure they show your enthusiasm.

Addressing these few things will lay the groundwork for a successful pitch.

I hope you found value in this and I will continue to add to it over time!