

## Pitch me your idea

I remember my early days as an entrepreneur like it was yesterday because it was such a vital and impactful period in my life and at the beginning of my business. Nobody knows the struggles, the uncertainty, the fear, the anxiety, and the pressure I experienced day by day.

I want to give a helping hand to all entrepreneurs who are just starting, lacking funds but full of enthusiasm, who want to make the world a better, safer, and more exciting place through the design of their service/product.

To all my East-European entrepreneurs: give me a reason to give you a helping hand, the ball is in your court now, convince me to dedicate my resources, my know-how and business expertise in turning you from a "maybe" to a "certainly."

### I use a two-step evaluation strategy when it comes to a new pitch:

1. assessment of the opportunity
2. if all falls within the realm of possibility and interest I move to step 2 - in detail analyses and direct contact with you, the entrepreneur

### To pitch an idea to me:

#### 1. Introduction: start with a generic presentation of the project:

- Who are you and your team?
- How did the project start? What is the problem you are trying to solve?
- What is your solution?
- How is it different from other solutions in the market?
- Link to any prototype, company page, or any additional information about your project.

#### 2. A 10-slides pitch

- Vision (What you want to be? How will this change the world?)
- Value Proposition (what your product/services bring to the market?)
- Revenue Model (how you monetize?)
- Target Market & Customers (How big is your market?)
- Competition Landscape (What is your competition doing, and how are you different? What are your competitive advantages?)
- Go-To-Market Strategy (How will you find your customers? How will you retain them?)
- Team & Advisors (Who will make this happen?)
- Key Financials (Actual results and Forecast for the next three years)
- Investment Opportunity (What you need from us to be successful?)
- Timeline (When do you see it happen?)

Use the guideline below to make your business pitch as sweet and short as possible.

**The "7 Cs" pitch idea goes like this:**

- Complete - include all the essential elements, more info is more useful, always.
- Concise - if you can't describe your pitch in a few simple and concise words who, in this world, could? Stand-up for yourself and your idea and make it short and sexy.
- Clear - describe it in such a way that a 5-year-old could understand it.
- Compelling - would you buy from yourself, would you be convinced by the product/service you just provided?
- Credible - with you as its leading ambassador, your pitch should have all the credibility and validity in the world; after all, it is your baby, right?
- Consistent - consistency is one of the most under-rated qualities of our time; I value it dearly because it says so much about a man in just a few words/actions.
- Closed - in the end, it's all about me signing on the dotted line, right? Make me get to that step; I'm a sucker for a good pitch and great idea.