

# **SOCIAL AND ECONOMIC INCLUSION**

through social youth entrepreneurship

SUCESSEFUL SOCIAL ENTREPRENEURS

**HOW TO PITCH TO AN INVESTOR**



“

A person can have the  
greatest idea in the world.

But if that person can't  
convince enough other  
people, it doesn't matter.

”

*Gregory Berns*

A black and white photograph of a man in an office setting. He is holding a white sign with red text. The sign asks, "Will you fund my business idea?". The man is looking directly at the camera with a slightly nervous or pleading expression. The background shows a desk with a computer monitor, a bookshelf, and a window with a view of a landscape.

*Will you  
fund my  
business  
idea?*

**WOULD YOU  
FINANCE YOUR  
OWN BUSINESS?**

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“

Money is not the most important  
thing in the world. Love is.  
Fortunately, I love money.

”

*Jackie Mason*

# WHAT YOU'RE LOOKING FOR AN INVESTOR?

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## TEAMS

- ① competent and committed
- ② with a deep knowledge of the dynamics of the business
- ③ able to define a plan with concrete goals..., but great aspirations
- ④ with focus and able to develop a strong implementation plan
- ⑤ whom they can trust

# WHAT AN INVESTOR IS TRYING TO KNOW ?

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- ① What opportunity do you want to respond to? What are the customer segments? What's the concept of business?
- ② What is the size of the market and the potential of the business?
- ③ How are you going to make money? What's the business model?
- ④ What is the implementation plan? What is the current state?
- ⑤ Which team is behind the business? And what are the skills of each element?
- ⑥ Who are the main competitors and what are the risk factors of the business?
- ⑦ What's the exit strategy?



vision



process

revenue

# Business

people

# Model

strategy



finance \$ €

goal £ ¥

solution





**WHAT DO YOU  
NEED THE  
FUNDING FOR?**

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# WHAT ARE YOU LOOKING FOR IN THE INVESTOR?

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# WHAT ARE YOU WILLING TO DISPENSE WITH?

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# ADAPT THE BUSINESS PLAN TO THE INVESTOR

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“ A FOOL'S  
money is  
not long  
in his pocket.”

Irish Proverb

# HOW YOU SHOULD PRESENT YOUR PROJECT

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**C** **ONCISE AND DIRETCT**

**C** **REDIBLE**

**C** **ONCEPTUAL**

