



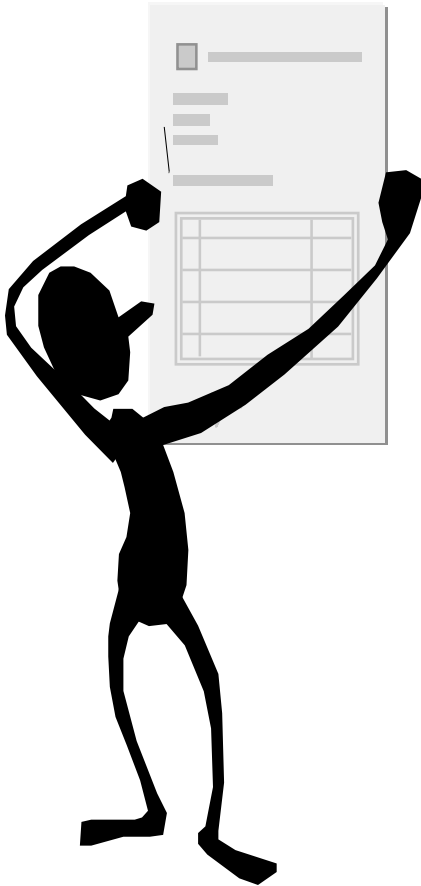
## Pitching to PE/ VC Funds

**Seminar on Private Equity**

Organised by WIRC of the ICAI

**C.A. Shailendra Jindal**

Mumbai, April 1, 2017



**Whether the Company  
will be able to attract PE/VC?**

**The process of pitching to the Investors**

**Pitching to Investors ?????**

**Tips for pitching to Investors**

**Mistakes to avoid while pitching to investors**

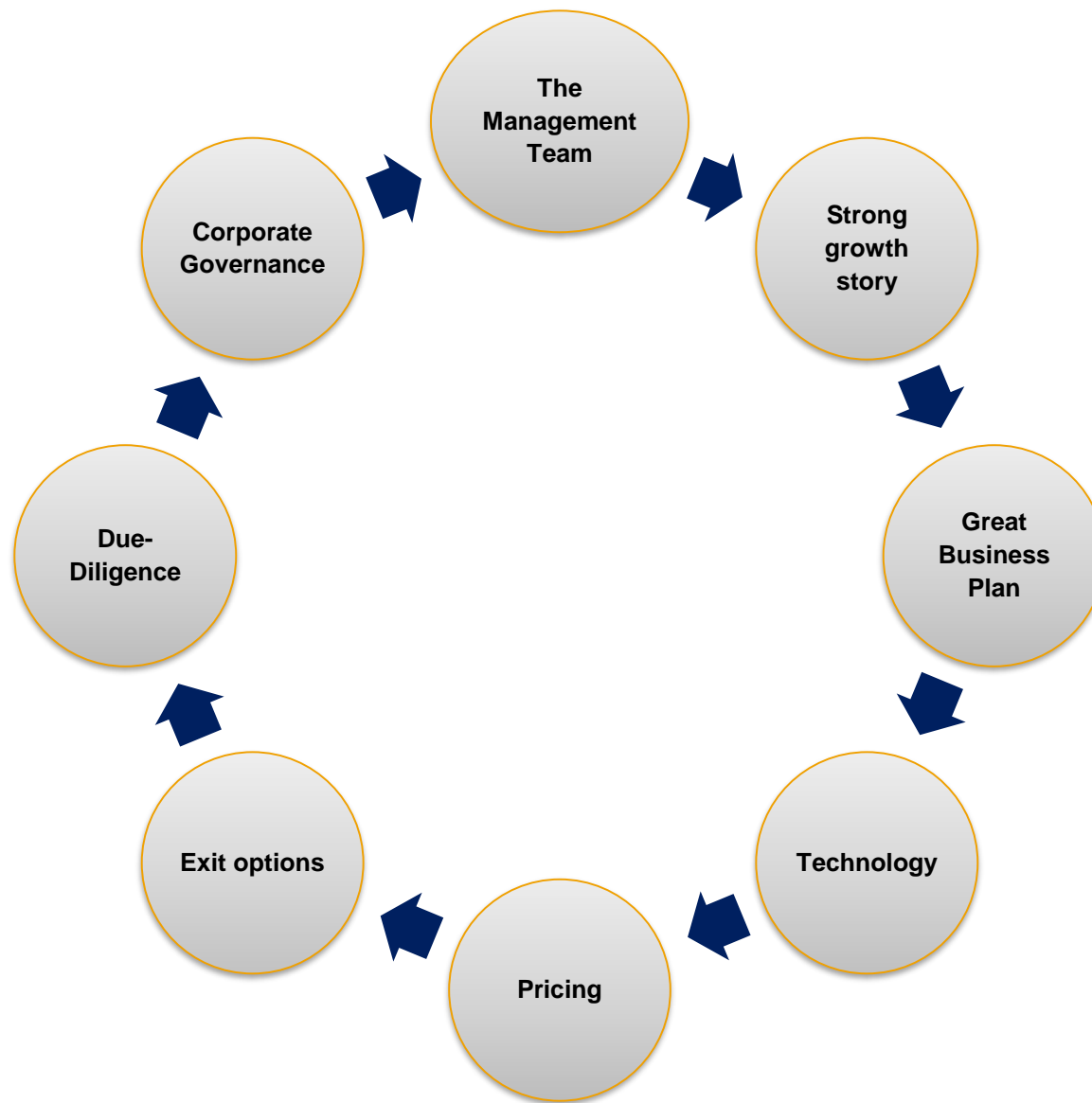
**Q & A**

Whether the Company will be able to attract PE?

**What you need to have for attracting Private Equity?**



# What you need to have for attracting Private Equity?



# The Process of Pitching to the Investors






# Pre-Pitch Phase



## Identify the investors

Company	Private Equity Firm	Reports/ Documents
<ol style="list-style-type: none"><li>1. Research and Identify the Investors</li><li>2. Screen and Select the Investors</li><li>3. Prepare the list</li></ol>		



# Pre-Pitch Phase

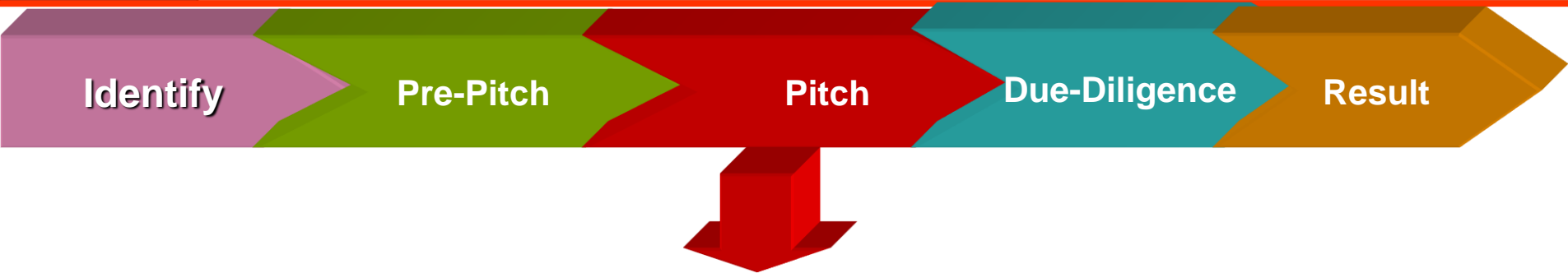


## Pre-pitch Phase

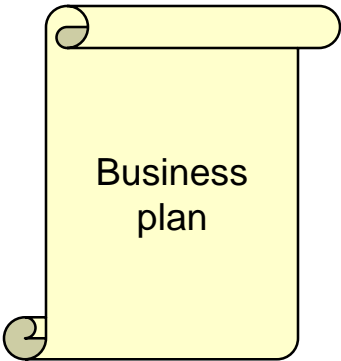
Company	Private Equity Firm	Reports/ Documents
<ol style="list-style-type: none"><li>1. Prepare a 2-3 page Teaser Document to enable pitching investors and mentally prepare them for the pitch</li><li>2. Mail the Teasers to the relevant Investors</li></ol>	<ol style="list-style-type: none"><li>1. Review Teaser document</li><li>2. Contact the Company, if interested</li></ol>	



# Pitching the Investors



## Pitching the Investors

Company	Private Equity Firm	Reports/ Documents
<ol style="list-style-type: none"><li>1. Max 15 slide Power Point Presentation for your case</li><li>2. Presentation by Senior Management Team/ Promoters</li></ol>	<ol style="list-style-type: none"><li>1. Understand the Business Case</li><li>2. Enquire about the Product, Market, Business Model, Industry, Team and Financials etc.</li><li>3. Assess the Business Case and whether it falls within their investment plans</li></ol>	 <p>Business plan</p>



# Due Diligence

Identify

Pre-Pitch


Pitch

Due-Diligence

Result



## Due Diligence

Company	Private Equity Firm	Reports/ Documents
<p>Disclose all the relevant information/ Documents</p> <ol style="list-style-type: none"><li>1. Financial Documents</li><li>2. Legal Documents/ Material Contracts</li><li>3. Product/ Technology details</li><li>4. Technical Know-how/ patents etc</li><li>5. Sales and marketing Plans</li></ol>	<ol style="list-style-type: none"><li>1. Study all the Documents</li><li>2. Preliminary assessments of the Documents</li></ol>	

# Final Negotiation/ Completion

Identify

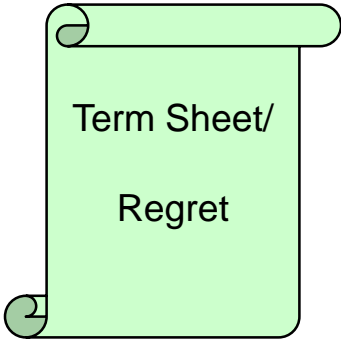
Pre-Pitch

Pitch

Due-Diligence

Result

## Results – Term Sheet or Regret

Company	Private Equity Firm	Reports/ Documents
<ol style="list-style-type: none"><li>1. Final Negotiations and Discussion on Terms and Conditions of Investments</li><li>2. Discuss and Agree on major milestones. Funding schedule, investment vehicle, exit route etc.</li></ol>	<ol style="list-style-type: none"><li>1. Issue Offer Letter/ Term Sheet</li><li>2. No response/ Regret</li></ol>	 <p>Term Sheet/ Regret</p>

# Pitching to Investors ?????



Include a detailed marketing strategy in your initial pitch presentation?

The market is 15 bn USD globally ????

Should startups do a video presentation for investors?

A good idea or a good plan? What do investors invest in?

Should you write the Executive Summary first or last?

How do I write a powerful elevator pitch?

Should I pitch if investors don't understand my domain?

Should I elaborate on Technical details?

How about impressing investors with my expensive Car and Gadgets?

# Tips for Pitching to Investors



Start by introducing what you do and for whom.....

Keep the overall pitch short

Investors are interested in the business case...not just details of the concept or the product

Focus on key aspects rather than fluff around your business case

Be prepared with answers to questions

Explain why you are qualified to do this business

Be Passionate

Be clear with what you expect

End with a recap- End strong

Speak clearly, slowly and loudly

# Mistake to avoid while Pitching to Investors



Poor assessment of the risks in your venture

Poor assessment of the competition or assuming there is no competition

Exaggerating Management Strengths

Impractical and Unrealistic Growth Projections

Including name of advisors if they are not genuinely involved

Asking for a very high valuation anticipating hard negotiations

Showing off list of investors in the queue for funding

Showing interest in getting VC/PE funding to avoid interest cost and risk for collateral

Thanks for your patient hearing and Participation



*C A Shailendra Jindal*