



PITCHING FOR INVESTMENT

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Understanding the Investor Mindset

What
investors
look for

Team

traction

Scalability

financials

1. Overloading with Information

Mistake: Too many details, complex slides, or jargon-heavy explanations.

Fix: Keep it simple, concise, and focused on key insights. Stick to 10-12 slides max.

2. No Clear Problem Statement

Mistake: Failing to define a real, urgent problem that needs solving.

Fix: Clearly state the problem in one or two sentences. Make it relatable with real-world examples.

3. Weak or Vague Solution

Mistake: Presenting an idea without explaining how it uniquely solves the problem.

Fix: Be specific about your solution's benefits and why it's better than alternatives.

4. Poor Business Model Explanation

Mistake: Not clearly explaining how the business will make money.

Fix: Clearly outline your revenue streams, pricing strategy, and scalability potential.

5. Weak Competitive Analysis

Mistake: Claiming “we have no competitors” or failing to address competition properly.

Fix: Show that you understand the competitive landscape and explain your unique advantage.

6. Bad Slide Design

Mistake: Overcrowded slides, too much text, or confusing visuals.

Fix: Use clean, visually appealing slides with minimal text and strong visuals. One idea per slide.

7. Poor Delivery & Lack of Confidence

Mistake: Reading from slides, speaking too fast, or lacking enthusiasm.

Fix: Practice speaking clearly and confidently. Use storytelling and engage with the audience.

Crafting a Winning Pitch Deck

Key slides every pitch deck must have:

1. Title (Company Name, Tagline)
2. Problem (What issue are you solving?)
3. Solution (Your product/service)
4. Market Opportunity (How big is the market?)
5. Business Model (How do you make money?)
6. Traction (Proof that your idea works)
7. Competition (How do you compare?)
8. Financials (Projections, revenue, burn rate)
9. Closing (Compelling final statement/call to action)

Presentation & Delivery Techniques



Storytelling & structuring your pitch



Body language & vocal tone



Handling tough investor questions

Live Pitch Practice & Feedback



2-MINUTE PITCH



FOLLOWED BY
FEEDBACK