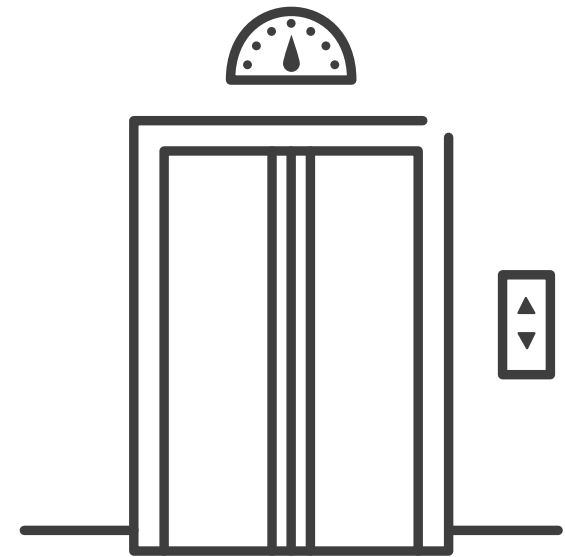
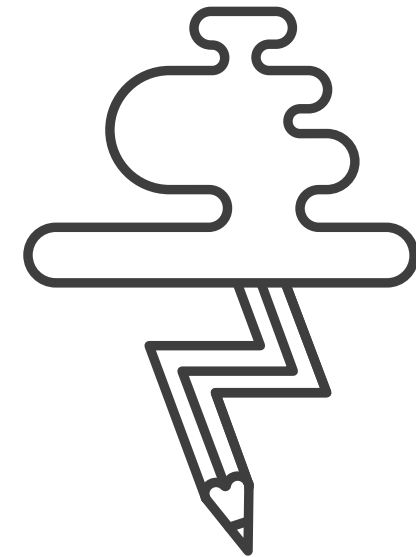


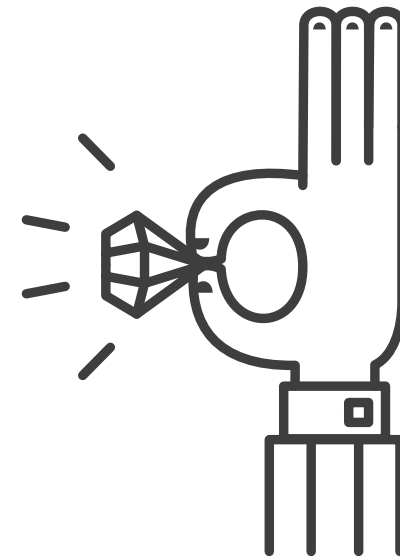
THE FIVE ACTS OF THE PERFECT PITCH



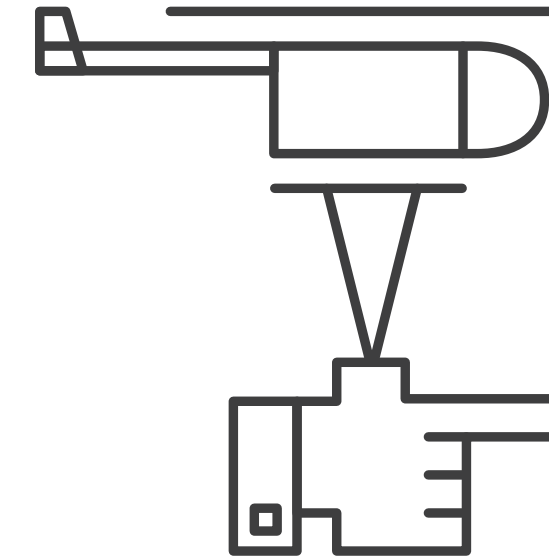
1. THE HOOK



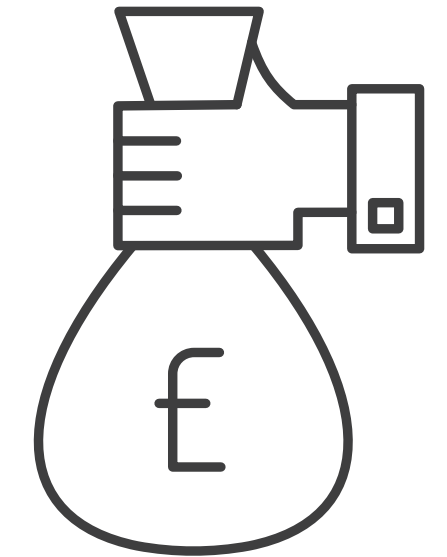
2. THE ESSENCE



3. THE EVIDENCE



4. THE PLAN



5. THE ASK

ACT ONE
Your sole purpose is to get investors excited about your big idea. You'll do this by showing them the most powerful or emotive angle from which to consider your business.

ACT TWO
Set the scene and give the investors an overview of your business. By the end of the act they need to understand what you do and why you do it.

ACT THREE
This is the climax. It's where you deliver the killer blow. You must prove that your product is in demand using the evidence you have gathered from your product/market fit experiments.

ACT FOUR
Show that you have credible plans for future business growth, have fully understood the financial risks involved and have plotted the route to success.

ACT FIVE
Persuade the investors to act. You may ask directly for the amount of investment you're seeking, or give details of how to get in touch to discuss the investment opportunity further.

