

Financing source	Description	Advantages	Disadvantages	Supporting documents needed

2. Prepare your pitch.

- Great one-sentence introduction about you

- The customer's problem and why it is a business opportunity for you

- How your solution creates added value for the customer (and how it is better than the competition) and a financial return for you (and the investor)

- Why are you (and your team) the right people to solve the problem

- Call to action: What do you want from the investor?