

Quick guide to pitching success

The Animal Health Angels kindly invite companies seeking to present their product or service offering for investment to include the following information in their presentation. This makes the pitch evaluation clearer and quicker to process.

Plan to make the pitch presentation up to 10 minutes in length with an additional 10 minutes of questions. Making available a preread with this information included will then allow the presenter to concentrate on delivering the passion of their proposition.

Following the pitch presentation a representative member of the group will provide feedback and the angel group will determine progression to the Animal Health Angels network of investors. We welcome making this an open and collaborative process.

- Leadership team
- Total Addressable Market (TAM)
- Description of target market segment
- Number of services/products/solutions
- Intellectual Property (IP) ownership
- Strategic focus
- Go to market strategy
- Product evolution over time
- Market head winds and tailwinds competition
- Data collection capability
- Current revenue and growth rate
- Breakeven point
- Time to profitability
- Investments previously raised
- Outline plan of how the investment will be spent
- Outline of existing cost base and capital costs
- Investment round amount
- Minimum individual investment
- Pre- and post-money value