



Pitching for Investment - What they don't tell you.

with Geoff Gourley

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Connected expertise.

Have you ever asked for something?

- a) \$4 for a coffee?
- b) \$10,000 from family?
- c) \$100,000 for a new venture?
- d) \$1 Million from an investor?



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Insider Knowledge

What makes a company investable?

Team	✓	✗
Traction	✓	✗
Model	✓	✗
Market	✓	✗
Impact	✓	✗



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Insider Tip

1

Your best asset -
Your team!



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Insider Tip

2

Know your
business &
customers
inside out.



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Insider Tip

3

Know the
value you offer.



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Insider Tip

4

Build
relationships.



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The Most Important Thing?

Show your passion.



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One10



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A wooden pencil lies horizontally across the center of a spiral-bound notebook. The notebook is open to a page with a light-colored, dotted grid pattern. Several pencil shavings are scattered on the page above the pencil. The spiral binding is visible at the bottom of the page. The background is a soft, gradient purple and blue.

Q&A



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Thank you



OneTenTeam



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