

A large, faint, light green DNA double helix graphic is positioned on the left side of the slide, extending from the top to the bottom. The background features a light green gradient with a thin blue horizontal line at the top and bottom.

# **Making a Winning Pitch**

**Vin Singh**

**CEO Next Healthcare Inc.**

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Vin Singh

CEO

[www.nexthealthcareinc.com](http://www.nexthealthcareinc.com)

888-618-NEXT

# We Read Each Other

You Are Reading ME Right Now

They will READ everything about YOU



# **It's All About You**

**They need to believe you have the ability  
to lead the company and execute the plan**

**They are investing in you!!!**

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# **CONTROL the ROOM**

**Be confident**

**Speak clearly**

**Scan the room**

**Energy**

**Look people in the eye**

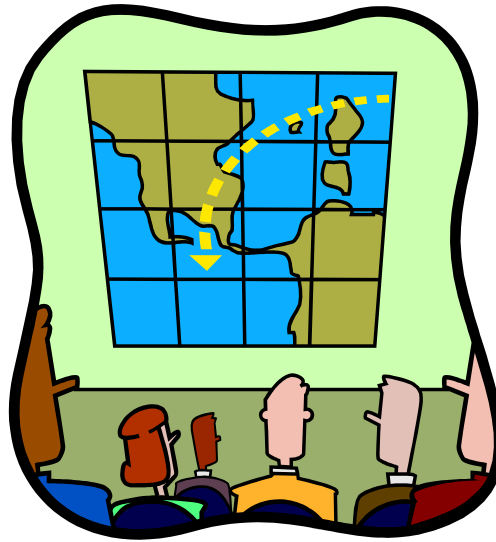
**Be hungry for questions**

# DEPTH IS KEY

- Do some research
- Don't make statements that are an inch deep

# CLEAR MISSION

to solve a problem



# Advisors and Board Members

You may not have choice but...

- Be Selective - Integrity
- SMEs
- Can they connect you to \$?
- Can they connect you to talent?
- Can they help you develop your product?
- Do they know your market?

# Management Team

- Compliments your skills
- Credentials
- Must bring value



# SIMPLE BUSINESS MODEL



# Market

**Spend the time to study and validate  
your TARGET MARKET**

Understand your market

Competition

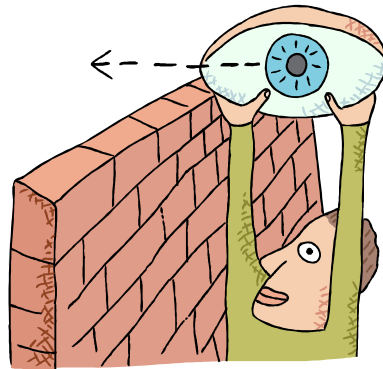
Trends

Regulations

Etc...

# Help Them VISUALIZE The Potential

- BENCHMARK
- Examples of other success stories
- How you are similar and different



# Help Them VISUALIZE the Return

- Every investor wants to know how they will get their investment back + a big gain
- Think through the exit
- The quicker the better

# Financial Projections

- Don't underestimate what it will take
- Break into pieces – creates milestones
  - Test market
  - Pilot
  - Beta
  - Break even
  - Expansion
  - Etc...

# Sales Forecast

- Be realistic
- Benchmark – if you can
- Think through all of the steps and variables
- 3 scenarios



# Investment Opportunity

- Be Clear
- When?
- How much?
- What type of financing? Why?

# Sacrifice

- Demonstrate your willingness to sacrifice
- What ifs??



# The Entrepreneur

There is a lot of pain between where you are today and where you want to be.



The End

Thank You

Vin Singh

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