Making a Winning Pitch

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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!!!
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

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