

Pitch Guidelines

Date: 040917

Synopsis: This paper is meant for prospective start-ups seeking an investment to start, grow or save their Companies. The guidelines are designed to streamline the Pitch so that prospective investee companies ("IC") can be sufficiently prepared to answer questions made out to them by the SV panel of judges.

1. How is the Pitch conducted?
 - (a) The IC will introduce his or her Company to the SV panel and present the investment opportunity.
 - (b) The panel will question the IC and ultimately decide whether or not to invest in the IC. See **ANNEX A** for timeline.

2. What investments can successful ICs expect to receive from the Pitch? >> Investment sizes typically range from \$50K to \$250K in the form of cash and Services¹.

3. I do not have a finance background. How would I value my company?
 - (a) It is crucial to know the numbers.

 - (b) In the absence of sound financial performance or sales, ICs should focus on distribution, branding and intellectual properties rights to justify their ask.

 - (c) You should explain why your Company solves a great problem or meets a great demand.

4. How long is the Pitch? >> Between 15 to 60 minutes.

5. Who should pitch? >> The CEO, who should also be the major shareholder².

6. What props can I bring along? >> Charts brochures, relevant business decks/PPTs³, prototypes/ Betas if available.

¹ May include Accounting, Finance, Legal, Operation, Administration and marketing.

² If the CEO is not the major shareholder, he or she should have the major shareholder's blessings to make investment decisions concerning shareholding matters.

³ Please send materials to ventures@smaths.com at least 48 hours prior to the Pitch.

7. Who can I contact if help is needed to prepare for the Pitch? >> The Due Diligence Course⁴ will prepare your Company for the Pitch. See **ANNEX B**.

⁴ <https://www.smathscorporateservices.com/due-diligence-course>
Page 2 of 4

ANNEX A – INVESTMENT TIMELINE

Phase:	0	1	2	3
Event:	- attend DDC	- Pitch to SV (DDC attendees only)	- Due diligence (successful ICs only)	- Funding
Remarks:	- 2-day course	- By schedule - 15 to 60 minutes	1 - 2 months	- Capital call schedule - Continuous KPI checks and audits - Continuous service and support by SV Time>>
Time:	1 to 3 months			24 to 36 months

ANNEX B – TEMPLATE QUESTIONS

1. What are the current chokepoints?
2. How do you intend to spend the investment if you receive them?
3. What makes your Company special? What differentiates it from the rest?
4. What problem is your service/problem trying to solve?
5. Can you demonstrate how it works?
6. How many income streams does the business enjoy?
7. What happens if you do not receive the investment?
8. How much money have you raised thus far?
9. How much debt is there in the Company?
10. What is the background of the management team? What relevant experiences do they have?
11. How does SV get a return on the investment? When?
12. What is the exit strategy?
13. When is the next exit opportunity for the investor?