

# 5-Minute Pitch Guide

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This guide gives you the critical questions you need to be able to answer, not only to attract a 'would be' investor, but just as importantly so you can attract customers and build a great business.

## **Positioning**

What problem do you solve (customer need)?

Who is looking for this solution (target market)?

What is different about your approach (the secret sauce)?

Is your USP defensible and durable (how easy is it for competitors to copy)?

Who are your major competitors (what are their strengths and weaknesses)?

## **Numbers**

What is your average customer order value (average sales price)?

What is the frequency of purchase (sales per customer per year)?

What is the lifetime value of a customer (total income generated per customer lifespan)?

How do you generate leads and what is the total number of leads annually (identify current lead sources and how effective they are)?

How do you convert sales (describe your sales process) and what is your conversion ratio (i.e. 30%, 50% etc.)?

**Support Team**

Who are your key staff members (what roles do they play)?

Who do you need to add to your team (additional skills required to grow)?

What are you doing to unwrap the business from around you (building business systems)?

What are the key roles you play in the business (areas of focus)?

What do you need to invest in to grow your business (what any investment would be used for)?

**Exit Plan**

How do you plan to exit the business (what is the end goal)?

Who would you ideally want to sell your business to (ideal buyer profile)?

What is your timeframe for selling the business (what milestones that need to be met)?

Where are you on the journey now (current situation)?

What would you plan to do after the sale of your business (future plans)?