

THE HIGH LEVEL KUNG FU OF THE PITCH

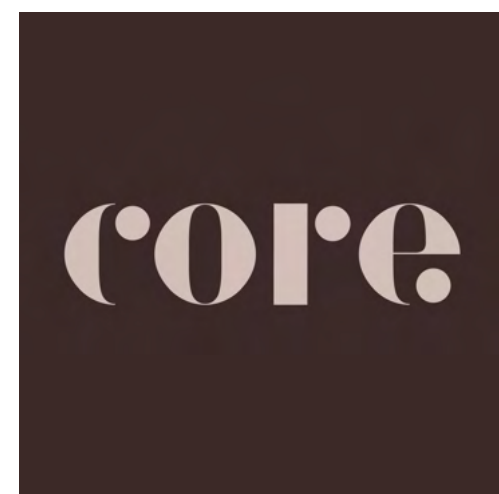
Sonny Mayugba

Founder | CMO | Pitchman

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Great to be here!



REQUESTED



WHAT 25 YEARS OF
ASKING FOR MONEY
TAUGHT ME ABOUT
THE PITCH

STEP 1

YOU HAVE <30 SECONDS SO
BETTER GET TO THE PRODUCT

STEP 2

SHOW ME, DON'T TELL ME

STEP 3

TELL ME A STORY THROUGH A
USE CASE, AND REMEMBER,
I'M A 5TH GRADER

STEP 4

PAUSE

STEP 5

FIND YOUR "X" FOR "Y"

STEP 6

LEAVE IMPORTANT
ELEMENTS OUT

STEP 7

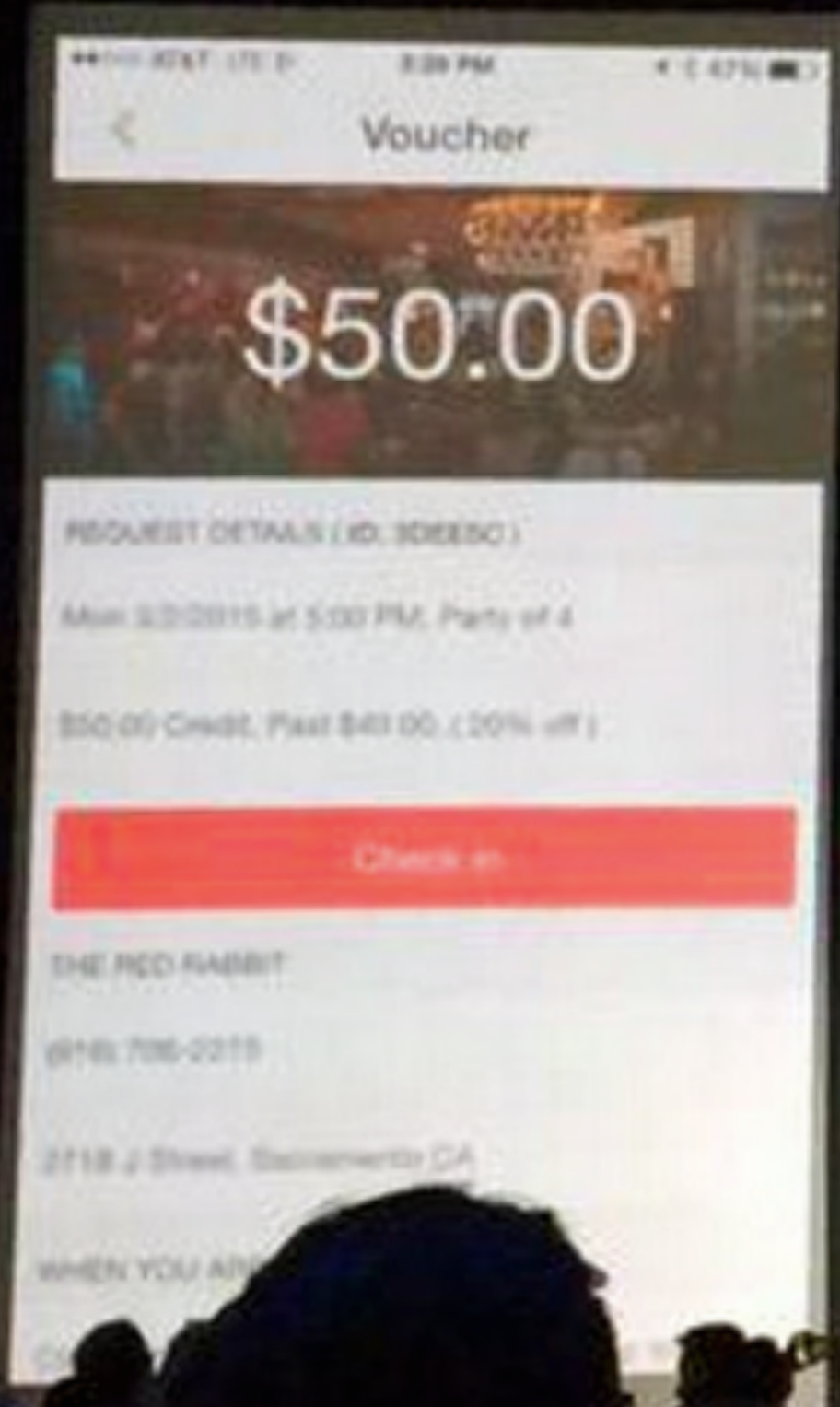
FIND YOUR WOW MOMENT

STEP 8

PRACTICE, GET FEEDBACK

STEP 9

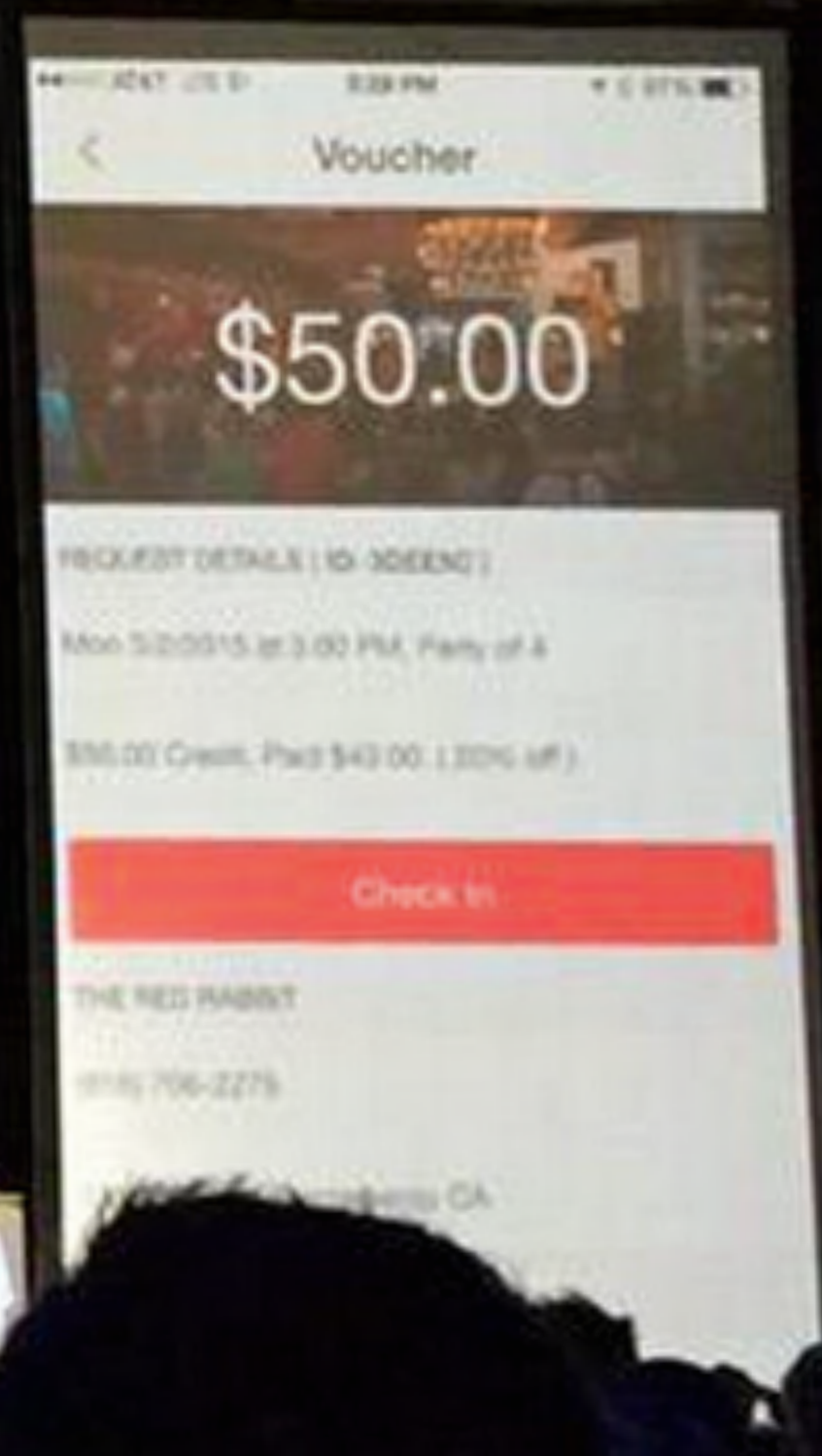
HAVE A DRIVER AND BE
MICK AND KEITH



DRIVER



← ME IN GOOD HANDS



STEP 10

EYE CONTACT AND CONNECTION

STEP 11

WHY NOW AND WHY YOU TO
SOLVE THIS PROBLEM?

STEP 12

KNOW THE SPACE, LIKE
REALLY KNOW IT

STEP 13

METRICS, METRICS, METRICS



**Most of
all...**

STEP 14

RELAX, HAVE FUN AND PLAY TO WIN

3 MORE THINGS

BEST WAYS TO GET INVESTOR MEETINGS

KNOW THE INVESTOR THESIS

THE INVESTOR MINDSET - RETURN THE FUND

THANK YOU!

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