



INSTRUCTORS & MENTORS

GETTING STARTED GUIDE TO THE
FOUNDATION COURSE



TABLE OF CONTENTS

INTRODUCTION.....	3
Investor Pitch Event	3
Course Summary	3
Fundamental Principles	3
Learning Order is Important for Efficiency	3
Online <i>Foundation Course</i> Curriculum	4
Purchasing the Course	5
INSTRUCTOR & MENTOR INTRODUCTION.....	6
Introduction	6
Mentors Should Review the Course in Advance	6
Mentors Should Provide Feedback Based on the Course	7
What Mentors Should NOT Do	7
PROVIDING FEEDBACK USING THE FOUNDATION COURSE.....	8
Providing Feedback on the Investment Summary (“Read Me Pitch”)	8
Providing Feedback on the Slide Deck (“Listen to Me Pitch”)	10
Providing Feedback on the Elevator Pitch	11
OTHER OPTIONAL FEEDBACK.....	12
Preparing for Investor Q&A	12
APPENDIX A.....	13

INTRODUCTION

Thank you for your interest in using our *Foundation Course* in your accelerator or as part of your pitch coaching/instruction process! This guide will cover most of what you will need to know but if you have any questions, please send us an email at support@PitchCreator.com.

Investor Pitch Event

An investor pitch event provides the motivation/catalyst for CEOs to focus on our online *Foundation Course* and complete it:

- Accelerators – the pitch event is usually a demo day with a monetary prize or investment.
- Pitch coach/instructor – the investor pitch event is that the CEO/entrepreneur needs to raise capital within the next ~3-6 months.

However, without an investor pitch event to provide the motivation, we do not recommend that CEOs use our Foundation Course.

Course Summary

By working through the online *Foundation Course*, CEOs will learn how to create the following three types of investor pitches they need to be successful when fundraising:

1. Elevator Pitch (opening sentence, teaser or attention grabber)
2. “Read Me Pitch” (executive summary or investment summary)
3. “Listen to Me Pitch” (slide deck or pitch deck)

Fundamental Principles

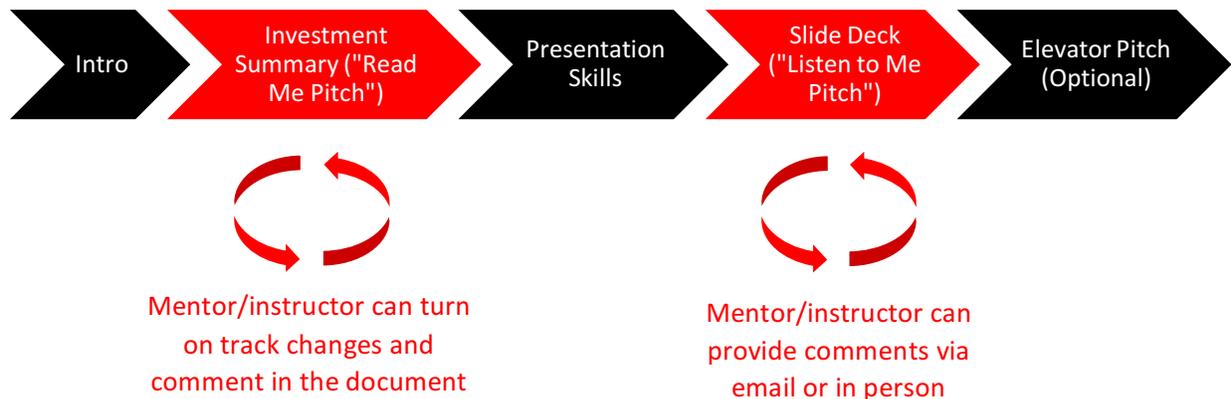
This course is designed to teach fundamental principles of communicating with investors and can be used to raise an equity round of any stage (angel, seed, venture capital, or growth equity) and prepare to sell a company. Therefore, it is used:

- By first-time entrepreneurs and repeat CEOs, and
- For companies of different types and stages.

Learning Order is Important for Efficiency

The *Foundation Course* is designed as a “learning journey,” to make it as efficient as possible for both the CEO and mentor/instructor. CEOs will create three investor pitches ***in a specific order*** that is based on our building block approach.

The CEOs progress through the chapters of the online *Foundation Course* by watching instructional videos and downloading templates/examples. At two points, they will stop and submit the drafts to their mentor/instructor for review and feedback. We call these “coaching loops” as follows:



Please note: Getting feedback from a mentor/instructor on the Elevator Pitch is optional. If there is time, then this additional “coaching loop” is helpful.

Online *Foundation Course* Curriculum

Chapters:

- 1: Introduction: 13 minutes of video instruction.
- 2: “Read Me Pitch” (investment summary): 41 minutes of video instruction, template, and examples.
- 3: Basic Presentation Skills: 8 minutes of video instruction.
- 4: “Listen to Me Pitch” (slide deck): 28 minutes of video, templates/examples, and other resources.
- 5: Elevator Pitch (summary/teaser): 10-page e-book.

Optional: Deep Dive: Advanced Slide Deck; 15-page e-book, and examples.

Appendix: Pitch Creator resources and recommended reading for further study.

The *Foundation Course* includes of ~1.5 hours (92 minutes) of video lessons as well as templates, examples and supplemental e-books. Please see [Appendix A](#) for an example timeline (5 weeks) to complete our *Foundation Course* including the “coaching loops” above. If time allows, we suggest starting earlier and planning for 8 weeks, which allows for:

Working with a graphics designer to create professional-looking slides.

Extra practice including a “dry run” to simulate pitching to an audience.

Preparing for the questions investors might ask and developing crisp answers to them.

Purchasing the Course

Accelerators, coaches and other instructors integrate the *Foundation Course* into their educational process/curriculum and CEOs purchase it as they would a book (from the [Courses Page](#) of our website).

Bulk Purchase

In some cases, accelerators want to purchase a block of licenses in advance and offer them to the entrepreneurs for free. See our [Bulk Purchase Page](#) for more information.

Six Month License

After purchasing the *Foundation Course*, the CEOs we will have a six-month license, which allows unlimited access to the course for 6 months. We've found that they like to have this extra time for the following reasons:

- After doing a "dry run" practice pitch session, and/or real investor meetings, they may want to revisit specific topics, video lessons, and templates/examples included in the course.
- If there is an unexpected business event, it allows them to put their coursework on hold temporarily and still have time to finish the course.

INSTRUCTOR & MENTOR INTRODUCTION

Introduction

Although a CEO can benefit by working through the *Foundation Course* on their own, stopping at the appropriate points in the course and getting feedback from a mentor/instructor accelerates how fast the CEO learns and how much they will improve overall. We encourage CEOs to get feedback from multiple mentors/instructors (if possible) because they will benefit by getting different points of view.

Mentors Should Review the Course in Advance

Each mentor/instructor should review the *Foundation Course* in advance of providing feedback to the CEO/entrepreneurs. There are two areas to focus on:

- 1) Download and review the Investment Summary template in Chapter 2 (if you have time, then watch the video lessons as well). The CEOs will be developing an Investment Summary for their business based on this template. It consists of the talking points for their investor pitch, so getting the Investment Summary finalized before the CEO moves on to the next chapter of the course will:
 - Make the entire course/process more efficient for the CEO and the mentor/instructor;
 - Create better learning outcomes for the CEO; and
 - Result in a higher-quality investor pitch.

- 2) Download and review the Slide Deck template in Chapter 4 (if you have time, then watch the video lessons as well). The CEOs will be developing a slide deck to support their verbal presentation to investors based on this template. The goal is to get the CEOs to create and understand this slide deck first. Then, after they have completed the entire course, they should begin thinking about how to adapt that slide deck to different pitching situations and audiences.

Mentors Should Provide Feedback Based on the Course

The mentor/instructor should provide feedback based on the *Foundation Course* templates. What makes the course efficient is the CEOs learn how to create those templates for their companies. In the process of doing that they also learn the “how and the why” of what they are doing.

After CEOs have completed the entire *Foundation Course*, they have the grounding and knowledge to then begin adapting their pitch in the future:

- to shorter and longer investor pitch situations;
- to different investor audiences; and
- as their business changes over time.

In Chapter 3 of the *Foundation Course* (Basic Presentation Skills), we discuss the importance of researching the investor audience in advance and adapting the verbal pitch presentation to them. The process of adapting the verbal pitch to investors is a continuous one for CEOs/entrepreneurs. After completing the *Foundation Course*, we encourage them to do that and continue getting feedback from mentors/advisers.

What Mentors Should NOT Do

We do not recommend that mentors/instructors deviate from the course and the templates/examples that are included until after the CEOs have gone through the entire course at least one time. It is confusing for the CEOs and negates the efficiency and time savings for both the CEO and the mentor/instructor.

PROVIDING FEEDBACK USING THE FOUNDATION COURSE

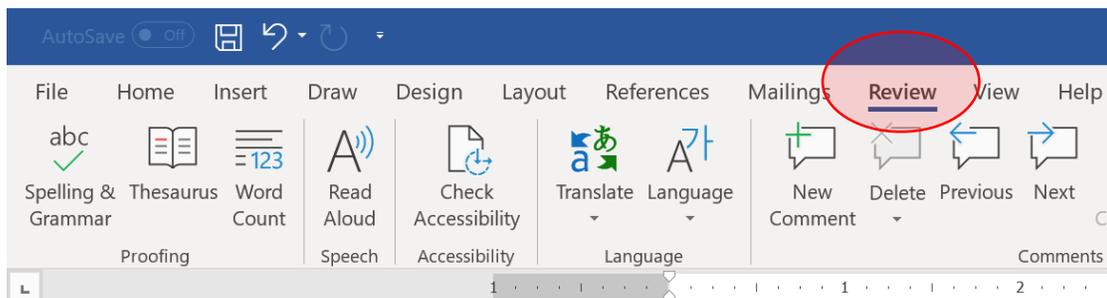
As discussed above, CEOs create the following drafts in the *Foundation Course* and the mentor/instructor provides feedback on them:

- “Read Me Pitch” (Investment Summary)
- “Listen to Me Pitch” (Slide Deck)
- Elevator Pitch (Opener/attention grabber)

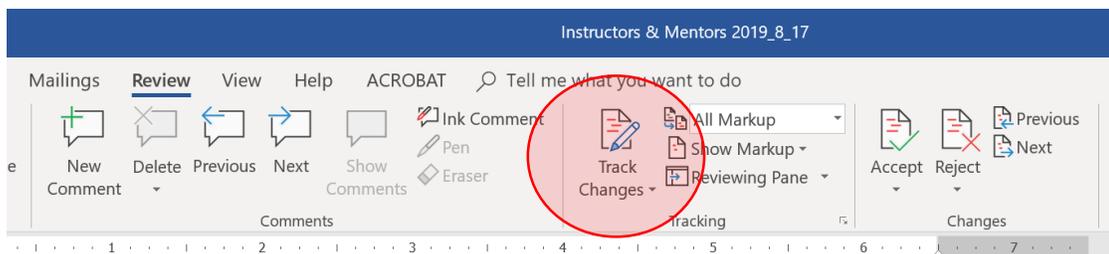
Providing Feedback on the Investment Summary (“Read Me Pitch”)

In the Investment Summary, the CEOs write short summaries of each topic that is important to investors based on our template (in Microsoft Word or similar). The mentor/instructor can easily provide feedback by turning on tracked changes in the Investment Summary, saving a red-lined version with changes and comments, and emailing it back to the CEO.

To do this in Microsoft Word, you first open the Investment Summary in Microsoft Word, then click the “Review” pull down menu at the top of the screen:

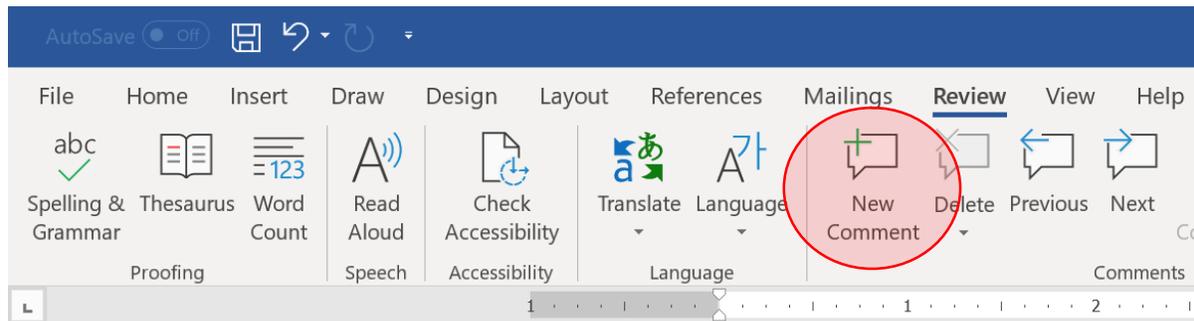


Next, select “Track Changes” button at the top of the screen:



After turning on “Track Changes” button, any changes you make in the Investment Summary will be “red-lined” and easy for the CEO to see. Then, you can save the document with a different name and email it back to the CEO.

If you want to make a comment, highlight the area of the document that you want to comment on and then click the “New Comment” button at the top of your screen:



This will create a comment box off to the right side of your screen where you can add notes/comments for the CEO.

Mentors/instructors may want to do the following:

- Email the first round of changes to the CEO;
- Have the CEO make those changes and email back an updated draft;
- Schedule a time for a phone call, or in person meeting, to discuss feedback/suggestions.

In some cases, the above process may take multiple “coaching loops” until the mentor/instructor feels that the CEO’s Investment Summary is complete and final.

The Investment Summary consists of the talking points that will be used to create the slide deck later in the course. Therefore:

- The mentor/instructor should not let the CEO progress to the next chapter of the course until the Investment Summary is complete and final.
- Providing feedback on the Investment Summary is where the mentor/instructor gets the highest ROI on his/her time.

Providing Feedback on the Slide Deck (“Listen to Me Pitch”)

The CEOs use the talking points from their Investment Summary to develop a slide deck that will support their verbal presentation. Reviewing the slide deck and providing feedback will help CEOs prepare for the investor pitch event.

The most common three ways for mentors/instructors provide feedback on the verbal presentation with slide deck are the following:

- 1) **In person.** The optimal way for a CEOs to practice their verbal pitch presentation with slide deck is to schedule a time to meet with their mentor/instructor in person. It is best if they can project their slides on a screen to simulate what their verbal presentation to a group of investors will be like.
- 2) **Video conference.** The next best option is a video conference (Zoom, Google Hangouts, etc.).
- 3) **Email.** Providing feedback on the slide deck via email can be helpful but does not provide the opportunity to assess the CEO’s body language, presentation skills, etc. The mentor/instructor should look at the slide notes to get a sense of what the CEO plans to say during the presentation.

When using video conference software, it is important that the mentor/instructor can:

- see and hear the CEO clearly; and
- see the slides on the screen as they are presented

This will allow the mentor/instructor to provide feedback on the CEO’s body language and delivery as well as the slides themselves.

Before meeting, the CEO should email the following to their mentor/instructor:

- 1) Investment Summary (“Read Me Pitch”)
- 2) Slide Deck (“Listen to Me Pitch”) that you will use

This will give the mentor/instructor time to review everything and be prepared to give the best feedback possible.

Providing Feedback on the Elevator Pitch

Providing feedback on the Elevator Pitch is optional depends on how much time the CEO and mentor/instructor have.

The Elevator Pitch is the shortest investor pitch and although it is the first one CEOs will use when interacting with investors, they create it last. Think of writing a paper where after you have finished the body of the paper, you write the introduction/summary paragraph. The same is true here, because CEOs need to develop and finalize their entire pitch before they can effectively summarize it into an "elevator pitch."

Before providing feedback on the Elevator Pitch, the mentor/instructor should download the e-guide and review it.

OTHER OPTIONAL FEEDBACK

Preparing for Investor Q&A

There is an optional chapter at the end of the *Foundation Course* called, “Deep Dive: Advanced Slide Deck.” It includes a 15-page e-book, where we discuss the concept of preparing for questions that investors might ask and developing answers to them in advance.

This is an area where mentors/instructors can provide additional feedback and help to the CEO. In the e-book it suggests the following to the CEO:

You want to make a note of every question your mentor asks during and after your presentation. It may be difficult to do this yourself, so you could have a colleague join you to take notes of both the mentor’s questions and your answers to them.

The reason to do this is you want to be prepared for any question a potential investor might ask and have well-thought-out responses that are crisp. Therefore, keep a running list of the questions you get each time you pitch so you and your team members can discuss those questions and can continually improve on your responses to them.

As a mentor/instructor you can help by asking questions after the CEO has practiced their verbal pitch with slide deck. Then listen to the CEO’s response to your question and provide advice on:

- What was good about the CEO’s response to your question?
- How could the CEO improve their response to your question? One thing to focus on is making the answers shorter where possible. A crisp answer is efficient for everyone and shows a command of the question being asked.

APPENDIX A

Example Foundation Course Timeline for Entrepreneurs

Week 1

- Chapter 1 - Introduction: Watch video lessons
- Chapter 2 - Investment Summary:
 - Download Investment Summary template and watch video lessons
 - Create a *first draft* of your Investment Summary

Week 2

- Chapter 2 - Investment Summary (continued):
 - Discuss the *first draft* of your Investment Summary with teammates, advisers, etc.
 - Incorporate feedback into *second draft* of Investment Summary
 - **Email second draft to your mentor/instructor for review and feedback**

Week 3

- Chapter 3 - Basic Presentation Skills: Watch video lessons
- Chapter 4 - Slide Deck:
 - Watch video lessons and download the template (*there are tips in the slide notes*)
 - Create a *first draft* of your Slide Deck and discuss with teammates, advisers, etc.
 - Incorporate feedback into *second draft* of Slide Deck.
 - **Email second draft to your mentor/instructor for review and feedback.**

Week 4

- Practice your Slide Deck presentation based on the feedback you received.
- Refine and improve the Slide Deck and Investment Summary so both are aligned.

Week 5

- Read Elevator Pitch e-guide.
- Create a *first draft* of your Elevator Pitch and discuss with teammates, advisers, etc.
- Incorporate feedback into *second draft and discuss* with your mentor/instructor

Optional Weeks 6-8

- Work with a graphics designer to take your slide deck to the next level.
- “Dry run” - practice delivering your verbal pitch with slide deck in front of a large group (mentors, instructors, colleagues) to simulate what it will be like on pitch day.
- Q&A – develop a list of potential questions from investors. Discuss with mentors/instructors and work to develop crisp answers.