



INTEGER WEALTH GLOBAL

PITCH DECK NARRATIVE

Issue: 10 April 2019

THE PITCH DECK

What exactly do we and similar entrepreneurs need to include in a pitch deck that leads to a successful fundraising round?

Throwing together a dozen slides with a couple of bullet points in exchange for landing millions of pounds or euro's in start-up capital may not sound that challenging. Yet, with thousands of start-ups competing for capital and one shot at pitching and presenting to the investors that are the best match for your venture, it's vital to get this asset right.

(However not all investors pitch to the same people, which is a bit what the previous paragraph suggests, but it remains relevant nonetheless)

All pitch decks only create interest. They do not generate the actual investment. This part is based on the detail of the company, its structure and setup, share quantum and availability and how the governance is structured. What the risk are and what the reward on investment is. The latter also determines the quantum as to raise £ 3million and only have the capacity to employ £500K doesn't make sense and any savvy investor will notice this quickly within the beginning stages of engagement.

(This is why we need to have the company structure correct and the drive to restructure ourselves is so important)

There are two main factors in acing the pitch deck challenge and crafting a document worthy of attention and substantial investment. The first is design. That is nailing the right number of slides and style. The second and most confusing and important, is what to include in your deck.

Do not send the pitch deck out or step up on a stage unless these 15 items are incorporated

The Content

1) Company Information

This should include our logo and start-up name, as well as our contact info so investors can follow up and set a meeting to write us a cheque. This information must be clearly visible and apparent. Our details should be large and easy to find.



2) The Concept

This shows the viewers what it is all about in advance, so they know it is something they are interested in. Typically, this could be included in the cover slide with a decent high-resolution photo and a powerful tag line.

3) The Problem

What is the problem which our company and our service is solving? During the deck we need to bring together the 'what, why, why now (urgency) and why we have the team to accomplish it.

4) The Solution

How is our company solving this problem? How is our company a part of the solution?

5) Market Size

Every single pitch deck should incorporate the size of the market and potential size of the opportunity. These are must have metrics. Think in billions and always add credible sources. This slide is really important as it will determine the potential outcome to investors that express interest.

6) The Competition

Every business has competition. If we don't know who they are, there is a good chance we haven't done adequate research. Pause everything and find out.

(I mentioned recently that every Tom, Dick and Harry has the same idea, but presents it very poorly i.e. Nikki Nikkers and the Trembling Tenors, who sells buildings in disco outfit.

What we do differently is mitigate the risk, present the opportunities in a bankable format and research the financial models to apply best practice to them.)

7) Competitive Advantages

What are our company's competitive advantages in the marketplace and over our competition? What's unique? What can we do better that really matters to clients or profitability?

As per the previous comment in point 6, we do a comprehensive risk analysis on each opportunity such as Lexham Gardens and others, to either accept or reject a project. Whichever way we use our established processes to arrive at these mission critical decisions.



8) The Product or Service

What are the features and benefits? This is a great place to use our images to show our product or service in action. Some of the diagrams and project images such as buildings are a good place to begin with.

9) Traction

We don't have to be profitable or even have many paying customers such as in our professional services sector, to raise capital. Yet, the one thing every potential investor is going to want to know is what traction we have so far. What testing have we done? What is the feedback from user engagement? What is the trajectory of our growth?

(This needs to be in tandem with our business plan, which must illustrate the four business divisions and their interaction with each other and clients, such as the German investors. It needs to illustrate the ability for each member company to sustain itself independently as also provide inter corporate support between the other member companies.

The traction we have is inter dependency at member level and at IWG holding level, the ability to grow our traction as an investment destination.)

10) Business Model

What is the basic business model for acquiring customers and generating revenues? Don't get too bogged down here as strategies and tactics will always change. Yet, investors want to see that we have really thought this through and have something that makes sense.

This part needs to explain that the company's model supports at each member company level, a micro, short, medium and long term revenue structures.

- *Integer Wealth Professional Services – Short term revenue through management and advisory services*
- *iWealth Finance – Long term revenue based on commissions from raising capital*
- *Integer Prime Realty Developments – Medium term income based on acquisition of property for rental income, development for resale and retention of equity within the company as assets reflecting on our balance sheet*
- *IWealth Transaction Technologies – Micro income on a daily basis via daily transaction charges using bank card technology through Mastercard on the back of NatWest*

11) Basic Financial Forecast

The financials slide is one that investors will spend the most time on. It's one of the three most important slides in our pitch deck, according to data in a recent Forbes article. Key points include our burn rate, break-even point and how many clients we need to make a profit.



(These will be projections which are in the making. These are based on the few select projects which we have in hand now. This is the area which we need to show that we create value, either through equity income or cash income as indicated in point 10)

12) Other Investors

Who are our other current and previous investors? In early stage funding rounds investors are very encouraged by success in raising money from angel investors and even friends and family. It shows someone else believes in us and has put their money on the line. It serves as social proof. In later rounds, having some well-known VC's on our deck can fast track funding and help in negotiating better terms.

The first thing investors want to see is what money we have put on the line ourselves.

At this point Mike and I are the highest contributors and now even Kavita has joined the investment supply.

The German lady Heike has a huge impact as they are providing £ 3 million to the company for development and restructuring.

Again, as per the next point 13, the 'Use of Funds' is critical and also as referred to in the opening statement of this narrative

13) Use of Funds

What are you going to do with the money? Spend it on rent or buy up customers and squeeze the competition out of business?

(Pay for a new Bentley for Mike, a Piper airplane for Marc and a new puppy for Kavita. Or we can employ it into strategic development such as establishing a new office, set aside capital for new staff which only yield an income based on their work from the end of their second month, invest into building projects and acquisitions such as Lexham Gardens, and support our costs to arrive at these projects which is in essence operating capital. Beware that operating capital must always accompany the business model and must match the time lines suggested in point 3, i.e. time)

14) Who is Involved

Remember that investors are really investing in us, not the business or idea. Or they would just buy us out on the spot or recreate our model for themselves. What makes us the entrepreneur or founding team to bet on driving a home run with this valuable solution? What is our industry and business experience? If we are weak in this area, include one or two key staff members who really round out and strengthen the team. We need to assemble a strong and well-respected board of directors and both executive and non-executive advisors who are sure to make this a success.



Again, this is why we need to establish a strong board and get more professional people as associates and partners. It is key to illustrate that within our team, that we are 'the right stuff'

15) Thank You

This slide again includes our contact information and perhaps some quotes from the press or other influencers where they say good things about our company.

We can pull these from my personal website

Summary

If we are to have any chance of reaching our full potential and raising the capital we need on beneficial terms, we have to nail the pitch deck.

Design definitely matters. Yet, design only opens the door long enough to deliver the real substance and show the value.

Showing that we have put in the effort to learn what information to include may be even more important than wowing investors, angels and VCs' with edgy strategies, test results, and a great looking product.

Don't pitch to anyone until you've incorporated this data in our deck.

In review I am sure that you can all see the complexity and detail of the foundation on which we need to build our pitch deck.

We are however more ready now than ever to move up by several levels to not only investment grade company, but to pitch to other investors to invest in Integer Wealth Global

Post Script – Preparation is everything and should not be hurried by a perceptive urgency. Take time in getting it right, as often there is no second chance.

"If given 8 hours to chop down a tree, I will spend six hours sharpening my axe" – Abraham Lincoln