



Department for
International Trade



BRITISH EMBASSY

developing the perfect pitch

ISRAEL & NORDICS

JUNE 14 2022



Countries
represente
d
today



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PRI Principles for
Responsible
Investment

The Perfect Pitch

Perfect pitch (also referred to as absolute pitch) is the incredibly rare ability of a person to instantaneously identify or sing any given musical note without a reference pitch

Oops

Wrong Class



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Principles for
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Investment



The Perfect Pitch – Version CK2.0

To be in tune with your business to a degree
where without hesitance you can present your
company to suit your audience!

How well do you know your business... more
importantly

How well do you know your audience !!!



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The Perfect Pitch

LET'S GET IT ON

Slow Soul beat

Words and Music by MARVIN GAYE and ED TOWNSEND

1

I've been real - ly try in', ba - by.

try in' to hold - back this feel - in' for so long

And if you feel

like I feel - ba - by, she come on, on - come on, Ooh - let's get it

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Meet your instructor - Christian Kumar

Chief Trouble Maker

- Mathematician - Studied Applied Math
- Investment Banker - Fixed Income and
- Entrepreneur, Investor, Venture Ph
- Entrepreneur in Residence at The
- Founder MedTech Makers Lab



- Growth Hacker! Deal Junkie! Chief Trouble Maker
- Detailed profile www.christiankumar.com



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 **PRI** Principles for
Responsible
Investment

Our work with the DIT

Our mission is to empower entrepreneurs, scientists, clinicians and students to **commercialise and advance technology** in their chosen fields through entrepreneurship training.

To provide mastery in innovation management and commercial strategy, supported by a keen look at modern methods of funding.



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Innovation pathway [investment]

- In order to understand how to pitch you must first understand where you are and more importantly where you are going.
- Its not a rocket science

$$(v_{bo} - v_o) = gI_{sp} \left[\ln \frac{m_o}{m_{bo}} - \frac{1}{R} \left(1 - \frac{m_{bo}}{m_o} \right) \right], \text{ where}$$

g = gravity acceleration field at sea level

v_{bo} = burnout velocity - i.e. maximum velocity at burnout

v_o = initial rocket and fuel velocity

I_{sp} = specific impulse

R = thrust (to weight) ratio



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Funding Landscape

- Private Equity 60's 70's Rothchild's | Goldmans | Merrill's | KKR |
- 80's 90's birth of modern VC
- 00's redistribution of wealth and the expanse of knowledge leading to the birth of family offices and larger-scale private wealth
- 10's retail and peer to peer

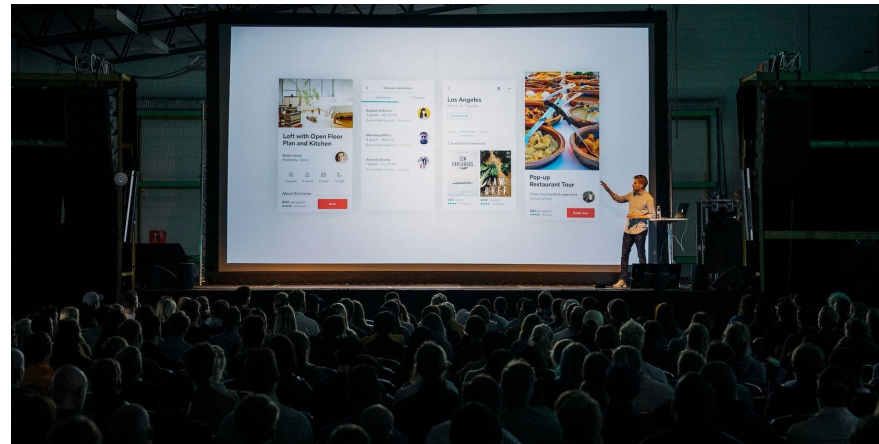


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Material

- Business Plans
- White Papers
- Pitch Decks



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Now what!

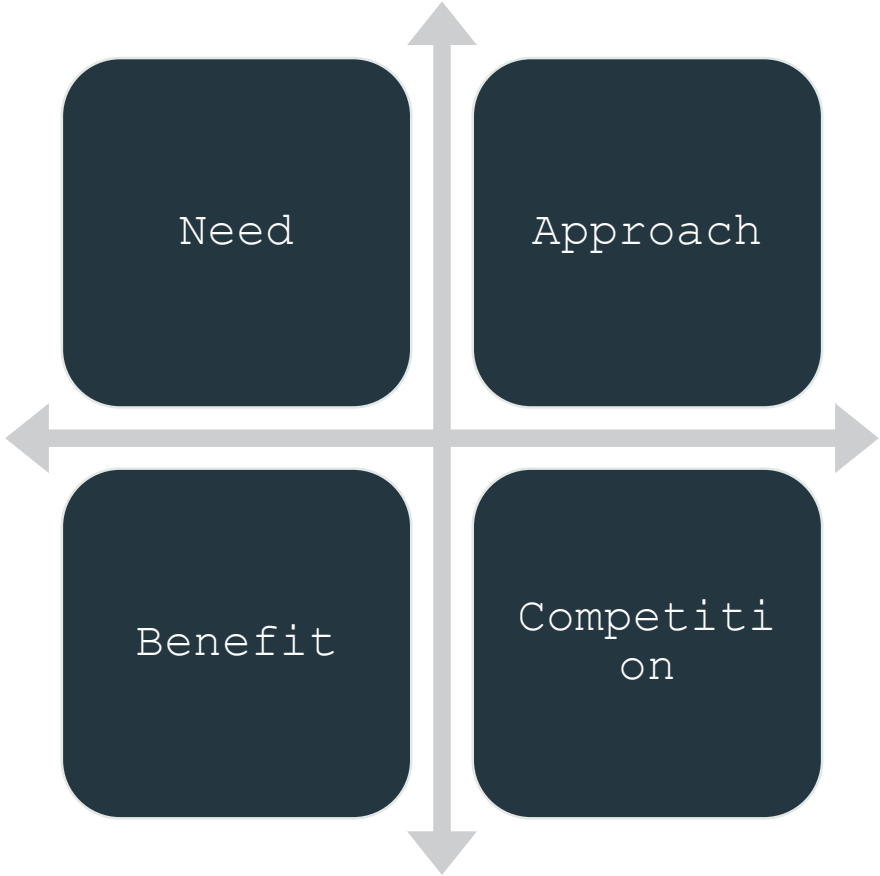
- Finally - the perfect pitch



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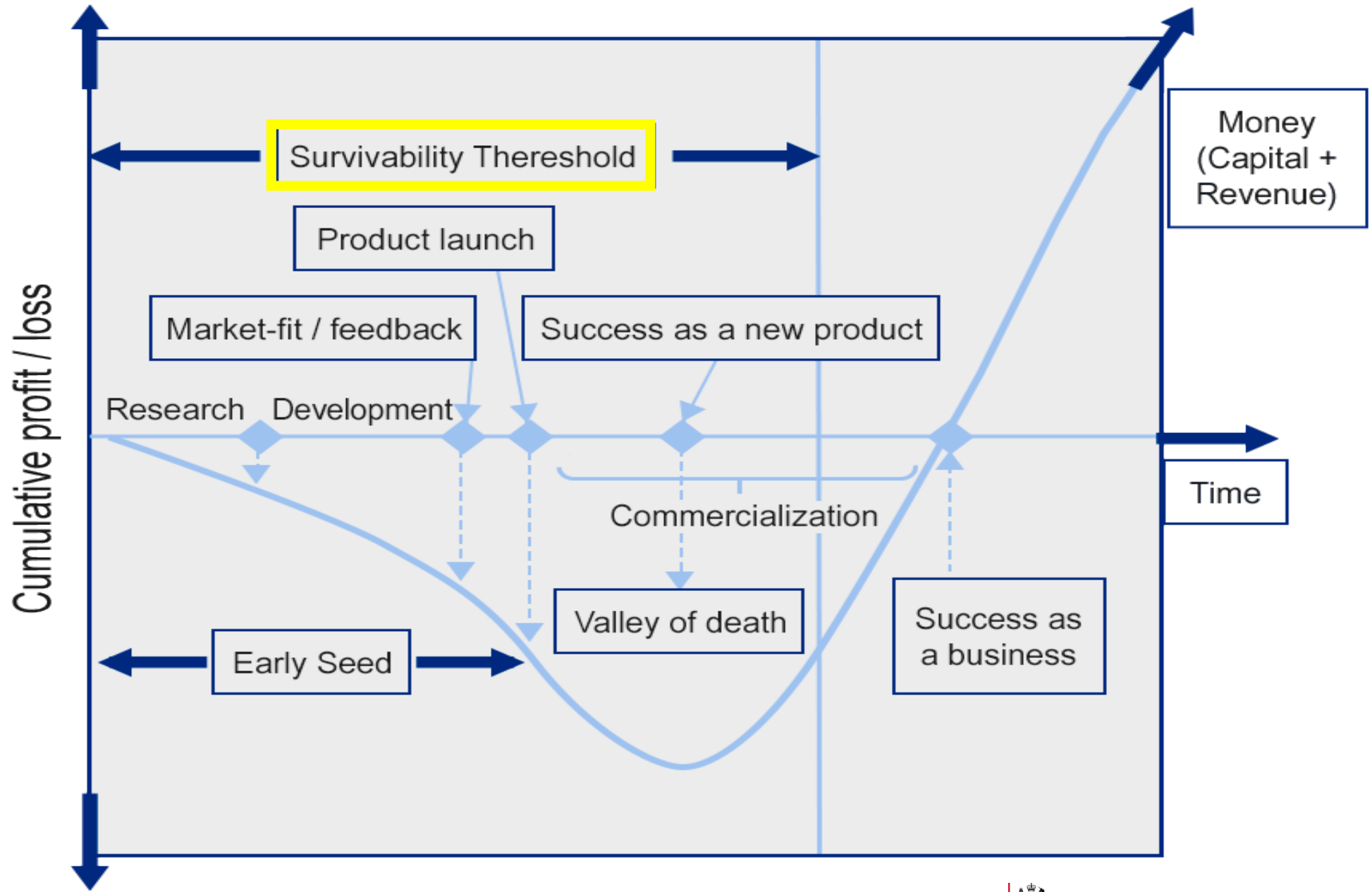


Core elements of your business





Tactical Road Map



Are you ready for the presentations ?

- Questions that will be asked!
- Prototyping
- Regulations
- IP and Barriers to Entry
- Peer review
- When is a patent not the right method



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Why do you need the funding?

- Concept
- PoC
- Launch
- Growth
- Scale
- Expansion [Exit Prep]



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Methods of funding

- Funding methods

- Grants
- F3
- Equity
- Debt
- Trade



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How much and where will it take you?

- Funding rounds
- Old school – round by round
 - Advantages and disadvantages
- Capital deployment strategy
 - Side car and call options
- When do look at secured business finance



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Preparing your projections

- CASHFLOW
- CASH FLOW
- CASH FLOW
- CASH FLOW
 - Capital expenditure
 - Peak cash requirement
 - Map to tactical roadmap



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Future affect of todays finance

- How you fund today affects how you exit later
- Valuation
- Preparing to sell
- Whole or partial exits
- Vendor finance
- Put options



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Why were you pitching | What is your ask

- Summarise your need
- Prepare the Perfect Pitch
 - Need
 - Approach
 - Benefit
 - Competition
- What do you want
- Close



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Home work

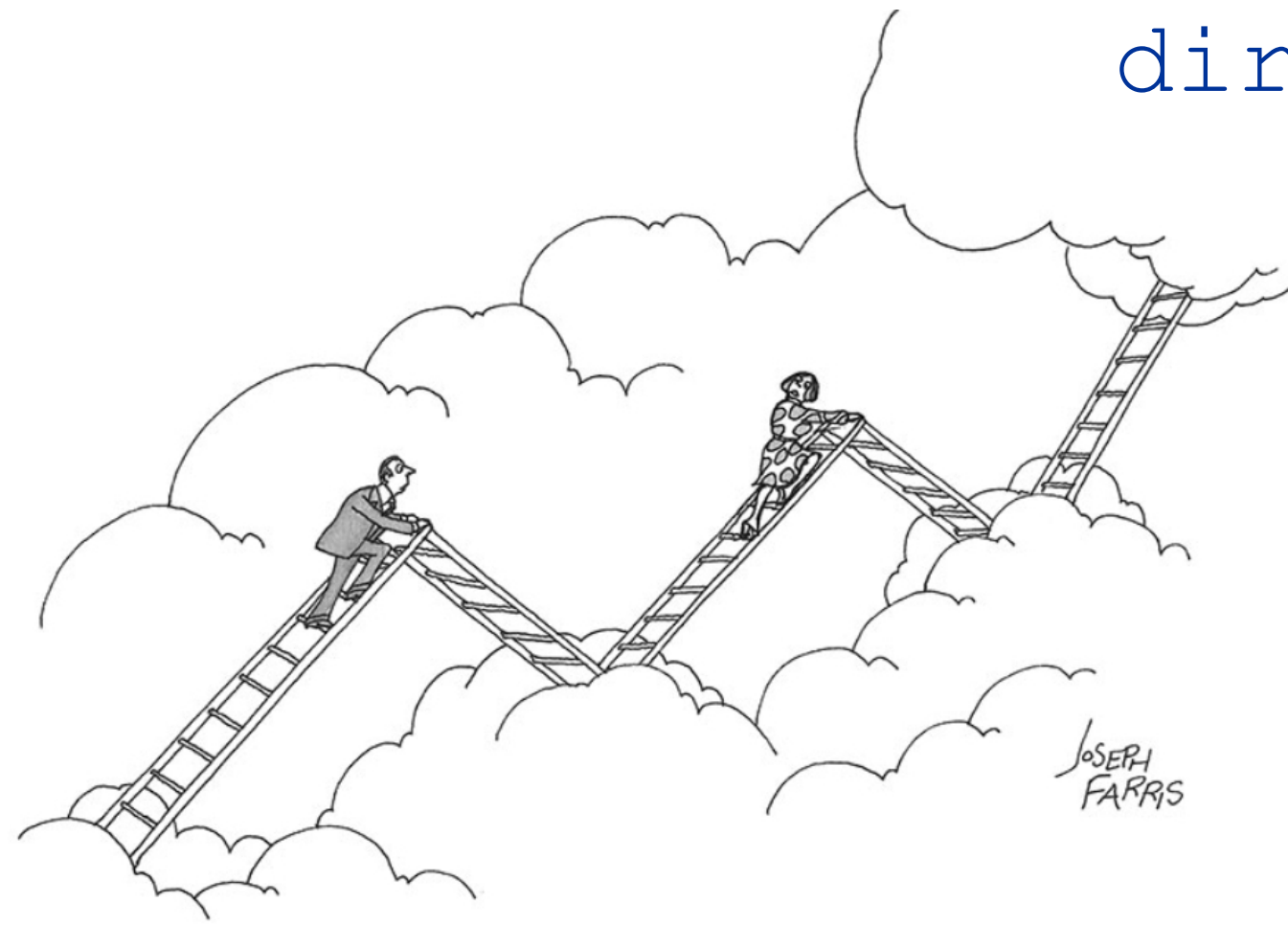
- Prepare your pitch
- <https://calendly.com/christian-kumar/zoommeeting>
- Book a slot week beginning 05.07.2022
- Happy to review



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It's not a straight line! But it is headed in the right direction!



"Did you think the ladder of success would be straight up?"



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Christian Kumar
deal junkie

