

# THE ART OF THE PITCH

Pre-Workshop Workbook

Name:

Business or Company Name:

Location / First Nation:

This workbook will guide you through the brainstorming and creation of a Pitch plan and video.

Both the workbook and the video are to be provided to the NCIAF facilitators (via email [info@nciaf.ca](mailto:info@nciaf.ca)) no later than 3 three business days prior to the workshop.

The purpose of this exercise is to allow the facilitators to better understand the needs of participants and to ensure that each participant arrives to the workshop ready to learn and to add value.

All information and materials shared by participants will be held confidentially and disposed of following the workshop session.

# Welcome

As we work through this booklet, we encourage you to:

- Embrace an open-minded and inquisitive attitude
- Maintain integrity: Ensuring that information, facts and financial projections you provide are clear and accurate
- Be open to diverse viewpoints, as observers may have questions and comments. This can provide valuable feedback and improvement.
- Avoid becoming defensive.

Among the pivotal roles a business owner can assume, that of Chief Marketing Officer stands out prominently. Mastering the art of marketing one's business and its offerings is not only a significant endeavor but also a crucial step in its operational success. Before we begin, let's start off by assessing our business..

<p>Identify your business' internal strengths. What are you looking for in a potential investor?</p>	<p>Identify your business' internal weaknesses. What skills and expertise would fill these gaps?</p>
<p>External Opportunities: What exists to could help your business' position?</p>	<p>External Threats: What needs to be considered? What skills or expertise do you need to address these threats?</p>

# Introduction

Now that you've considered what you bring to the table and what you are seeking in a potential business partner, its time to work how you will introduce your business as the first step of your pitch.

Keep in mind that personality is important. A potential investor will be most interested in assessing how well you can work together.

## BE YOU!

Embrace authenticity as you introduce yourself. Showcase what sets your business apart – whether it's your passion, determination, or boldness. Let your personality shine through

Where are you from? It's advisable to mention your homelands, and your nation.

**Keep In Mind - This is only 15 seconds of your total pitch.  
What do you want future investors to know about you?**

# Valuation

## How do you value your business?

Valuing too high or too low can be dangerous and potentially result in a loss of credibility.

Three methodologies are commonly used:

**Multiples of Sales:** Multiply the annual revenue (sales) by an industry specific multiplier.

- Multiples can range between 0.5x to 10x and vary depending on factors; fast growth, higher margins or high demand markets may demand a higher multiple

*i.e. Valuation = Annual Sales × Sales Multiple*

**Capital Investment:** Take the total amount of cash put in the business and give shares pro rata to the amount.

- This approach does not add in the hours invested and building that has been done.
- *i.e. \$100K total. I put \$60K, you put \$40k, I get 60%.*

**Start Up or Business Opportunity:** Estimate a defensible amount of future growth or sales potential to determine a value.

- The business opportunity, a uniquely talented team, intellectual property, the time put in and/or the letters of intent one could have.

Caution should be given to either approach, be prepared to defend your position.

**Brainstorm and record your valuation - the approach and the evidence to support the value.**

# Valuation

Valuing too high or too low can be dangerous and potentially result in a loss of credibility.

Financial Snapshot	Total Assets	
	Total Liabilities	
	Owner's Equity	
	Revenue (Past 3 Years)	
	Earnings before interest and taxes	
Key Valuation Factors	Growth Potential	
	Competitive Advantage	
	Industry Trends & Risks	
Valuation Methods	Choose <u>one</u> of the following methods: 1. Multiples of Sales 2. Capital Investment 3. Start-up or Business Opportunity	
Final	Final Valuation Estimate • Business Valuation	

# The Ask

Now that you've reflected on what you are looking for in an investor. Its time to contemplate where you want to take your business.

What is your short term and long term goals?

- Are you looking to scale? Expanding your businesses production volume?
- Are you looking to expand your market? Cracking into a new market or gaining connections to grow your sales?

**Record your goal and the sequential steps and costs required to achieve it.**

Now its time to combine your goals with your valuations to fully define your "ask". Your ask should include:

- a specific amount of investment
- the % of equity offered in exchange (indicating your valuation)
- i.e. *I'm looking for \$x of an investment and x% of my business to help take my product to export.*

Other features could include royalties (a percent of sales provided to the investor) as well as reduce equity ownership but increase financial gain for the investor.

Reflect on your valuation and your goals and complete your ask below:

# Knowing your Market

Knowing who we walk beside is key to understanding our own journey.

This activity will help you reflect on who else is in the market, what they offer, and how you can honour your unique path.

**Who are your competitors?** *Identify businesses or individuals offering similar products or services. Who are they, and where do they operate?*

**What do they sell, and for how much?** *What do they charge? How do their products or services reflect their values, and how do those values resonate with their customers?*

**How are you the same?** *Acknowledge the similarities between you and your competitors. What shared values or offerings connect you with others in your field?*

**What makes your products, services, or approach uniquely rooted in your community, culture, or vision for the future?** *How do you weave Indigenous values into your business others may not?*

# Finding Your Niche

Understanding your market, you can identify your niche.

**Let's identify your target market. Reflect on these questions, such as their age and gender.**

**This process will help you define your target market more precisely and guide your business growth efforts effectively.**

Demographics (age, gender, location)	
Income level, occupation	
What are their hobbies?	
What are their values in life?	
What types of products or services are they currently interested in?	
Are there any unmet needs or gaps in the market your business can address?	
Where do you want your business to grow? Do you want to remain a regional brand to support your family, or do you want to scale multi-nationally?	

# Define Your “Why”

Community and people first, opportunity second.

Partnering with the right people is top of mind for investors.

Effectively articulating the impact behind your product/business will set you apart and accelerate the development of connection with prospective partners.

## Consider the Seven Generations to follow:

Does your business have a positive  
impact on community?

- spiritual growth & well being
- cultural preservation
- job creation
- environmental sustainability
- supply chain development

Describe the real-life scenario.

What is your ultimate goal or vision  
for the impact your business will  
have and on who?

# Value Proposition

## WHAT IS A VALUE PROPOSITION?

A statement that conveys what a brand does and how it differs from competitors.

No more than a few sentences long.

The initial proposition can be bolstered with statistics and facts that prove the brand's stated value.

**Reflecting on activities 4, 5 & 6, write three to four sentences (max) summarizing your value proposition. When delivered, this statement should take approximately 30 seconds.**

According to Harvard Business Review, your statement can be used not only for pitching to investors, but also:

- on your website to convert leads to customers
- answering the questions “what exactly does your company do?”

# Financial Performance

Key Performance Indicators (KPIs) are defined as quantifiable measurements used to gauge a company's overall long-term performance. KPIs specifically help determine a company's strategic, financial, and operational achievements.

Your business' Key Performance Indicators:	
Start up investment: How much capital has been invested and from what sources?	
Revenue (Gross Sales before expenses) What period of time did this occur over?	
Unit price or cost: What did it cost to produce your product?	
Gross Margin $(Revenue - Cost / Revenue) \times 100 = \% \text{ Margin}$	
YoY Sales Growth (if multiple years exist) $(Year 2 \text{ minus } Year 1) / Year 1 \times 100 = \% \text{ growth}$	
Projected Gross Sales	
Projected Expenses (if changing)	
Projected Gross Margin $(Gross Sales / Expenses) \times 100 = \% \text{ Margin}$	

# Pitch Video

Using your phone, record a draft pitch video to submit to along with this workbook to the NCIAF facilitation team.

Reviewing your work, step by step, record your speaking notes below as speaking notes.

Introduce yourself (15 seconds)

The Ask (30 seconds)

Your business & Your "why" (1 min)

Share your value proposition (30 seconds max)

Your KPIs (1 min)

When complete, submit your video and your completed workbook. **Email to [info@nciaf.ca](mailto:info@nciaf.ca)**