

Creating the perfect story to impress your investors

Whether you're a business leader preparing to deliver an important message to key stakeholders, or an advisor presenting an investment opportunity to a strategic or financial investor or a startup founder angling for your next round of investment, creating a compelling and an impressive presentation is the 1st step to capture their attention. And it all starts with Storyboarding.

Storyboarding's a way to visualise the structure of your presentation in a way that helps you articulate your vision and passion. There are lots of ways to storyboard your slide presentation. Some people like to whip out a whiteboard to get their presentation ideas down. Some are all about the sticky notes. And some people stick to bullet points in a trusty notepad.

Why Storyboarding?

According to research done by DocSend, investors spend on average 3 minutes and 44 seconds per pitch deck. Therefore capturing their attention in a short span requires that the pitch be

1. Clear and simple
2. Compelling
3. Easy to act on

How to Storyboard?

It starts with the story investors need to hear, not the parts you have. And it lets people collaborate in building that story. Here are a few pointers that will help in creating an impactful outline for your story

1. Define your Core story: What do you want your whole pitch story to be?

2. Highlights: the 3 - 4 strongest selling points about the opportunity. These may be market opportunity, team capabilities, current traction, future growth potential etc.
3. Set the problem statement which showcases that it is affecting a significant user base and is worth solving. This can be supported by what the current solutions are offering and their gaps in addressing it.
4. Prove that your approach and growth strategy is sound, sustainable and scalable
5. Don't miss out on an impactful design. Presentation design is a tricky creative process. If you get it right and create a great presentation, you're far more likely to help people see your point of view.

Pitching your story to your audience is about taking them on a journey. The journey taken to arrive at this point in time and how the future looks even more promising.