A group of jockeys on horses racing on a dirt track. The jockeys are wearing colorful silks and helmets, and the horses are galloping towards the camera. The background shows a white fence and some trees.

# What Can **Horse Racing** Teach Us About **Pitching To Investors**?

# Chapter 2.2

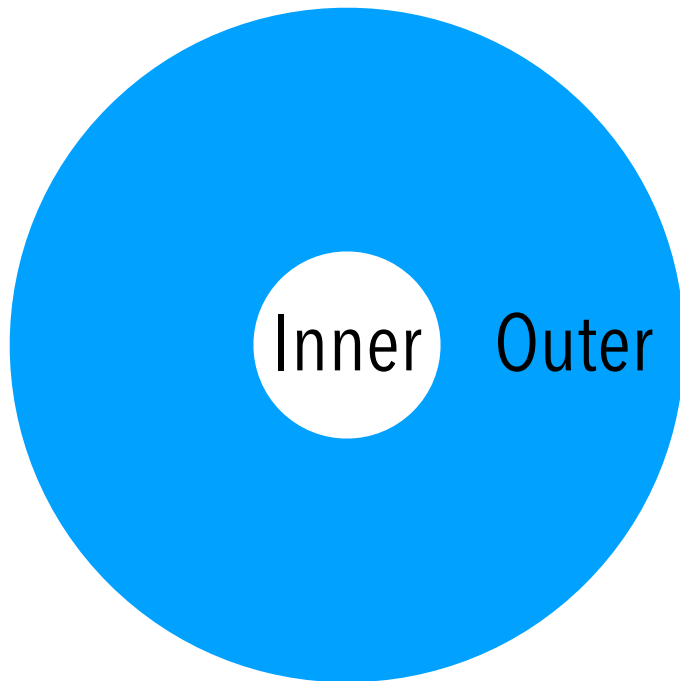




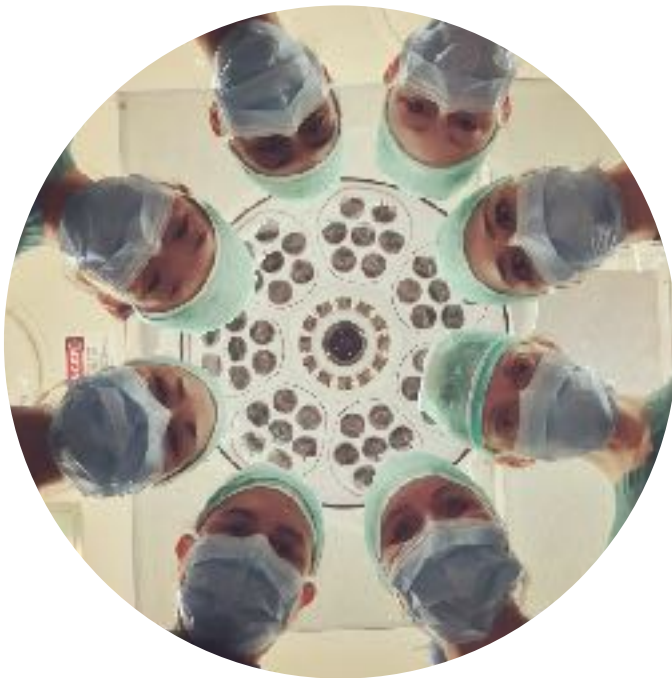
# Enjoy

A close-up photograph of a woman's face as she peeks over a white sheet. Her eyes are wide open and looking directly at the camera. Her hands are visible on the left and right sides of the sheet, gripping it. The word "Avoid" is printed in a large, bold, black font across the center of the white sheet.

**Avoid**



Inner



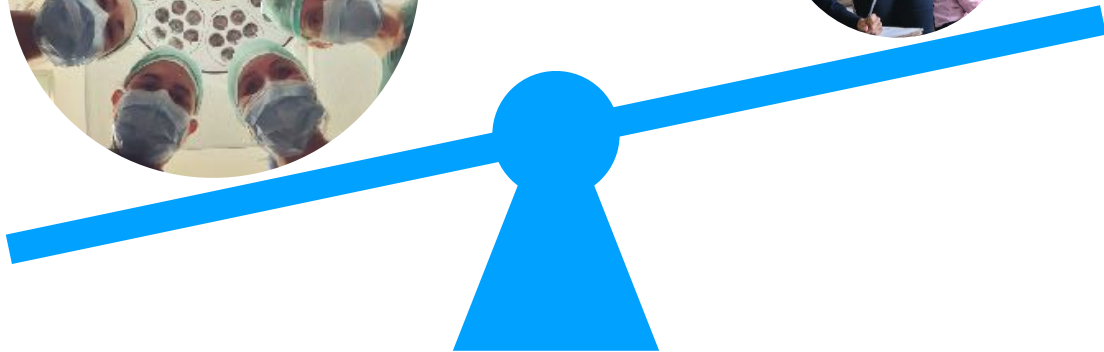
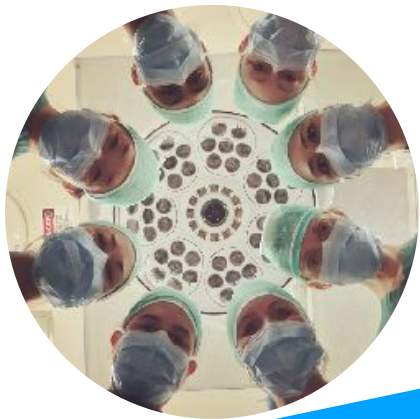
Experts

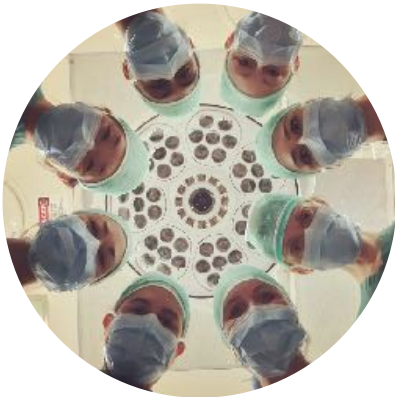
Outer




Smart  
But  
Not  
Experts





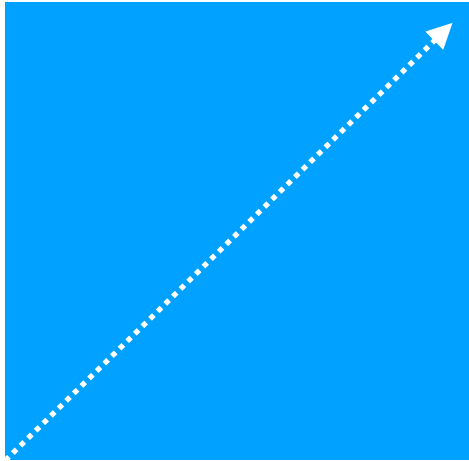


A group of jockeys on horses racing on a dirt track. The jockeys are wearing colorful silks and helmets, and the horses are galloping towards the camera. The background shows a white fence and some trees.

# What Can **Horse Racing** Teach Us About **Pitching To Investors**?

**What is the  
focus for  
Investors?**





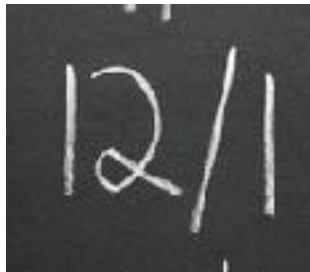


**A Study on the Art and Science of Pitching New Businesses**

By

**Alexander Williams**

# **Different Investors Listen For Different Stories Of**

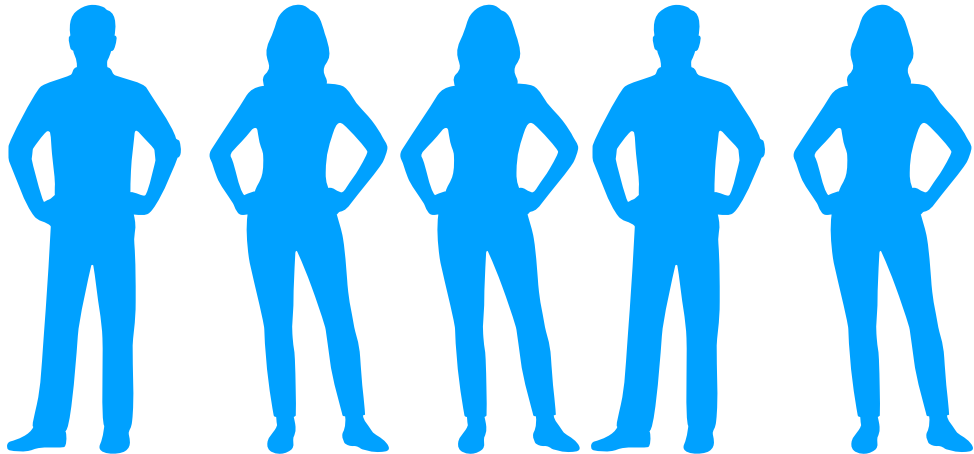




# Story



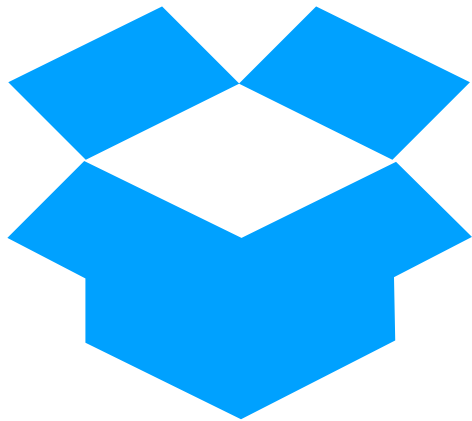
# Team





**Story**

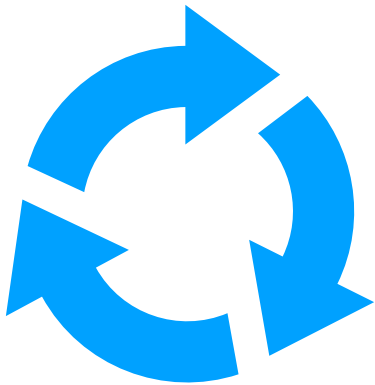
# Product



# Story



# Market



6/4	9/1	25/1
5/2	12/1	50/1
5/1	16/1	100/1

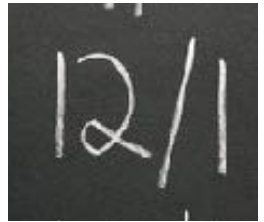
**Story**

# Financials

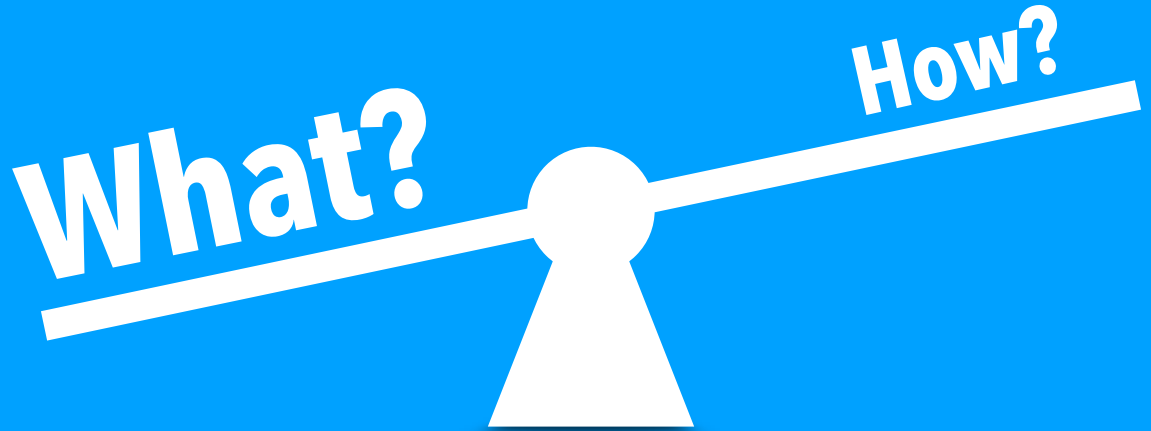




# Stories



Your comfort zone



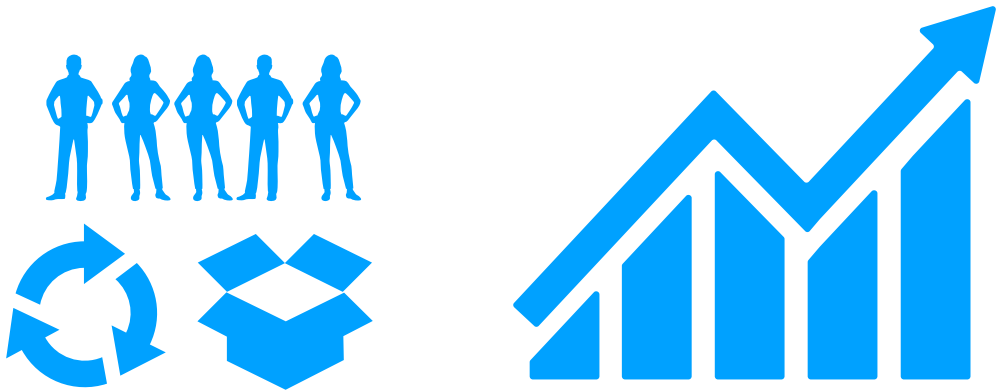
Their comfort interest

**What?**

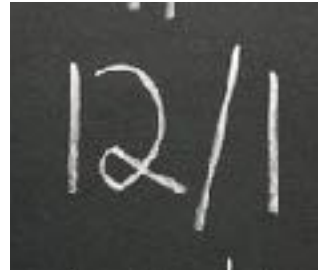
**How?**



# Investors



# **Different Investors Listen For Different Stories Of**



- 1. Look At Each Slide Of Your Pitch**
- 2. What Is The Story, Jockey, Horse, Course Or Odds?**
- 3. Can Some Of Your Stories Be Better Suited To An Investor?**

**"Stories Are Data  
With A Soul"**

Brené Brown









Next

# **What Content Should I Include In My Pitch?**