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

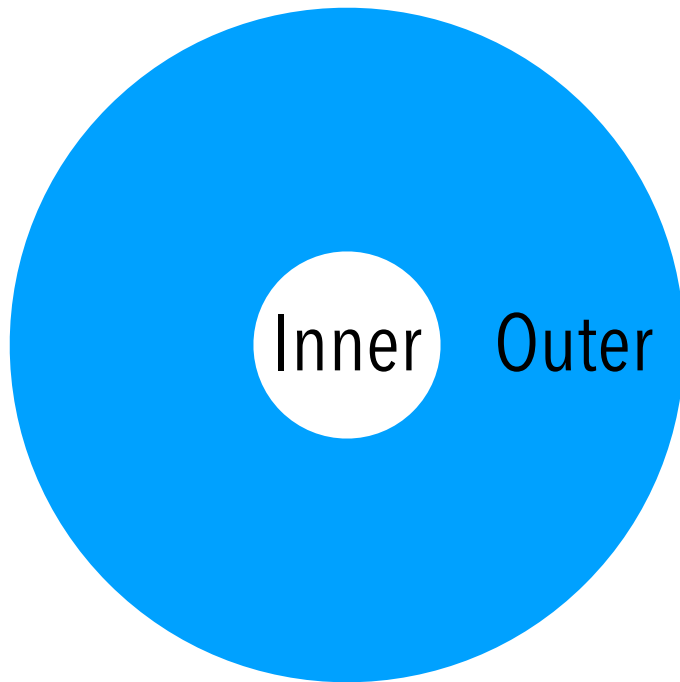




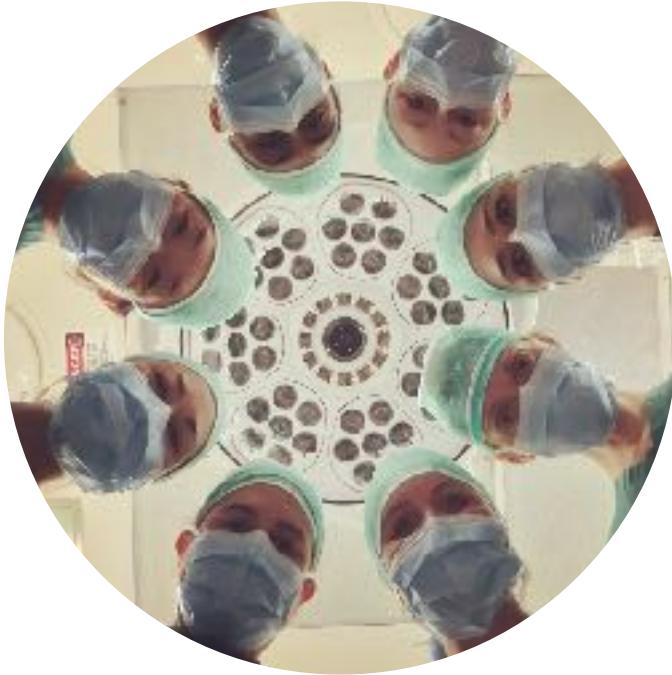
# Enjoy



**Avoid**



Inner



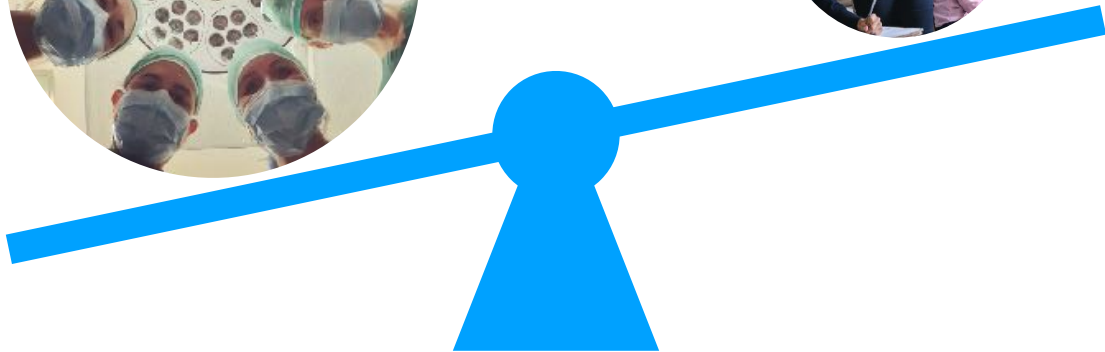
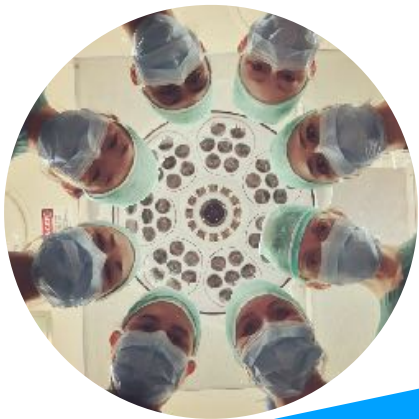
Experts

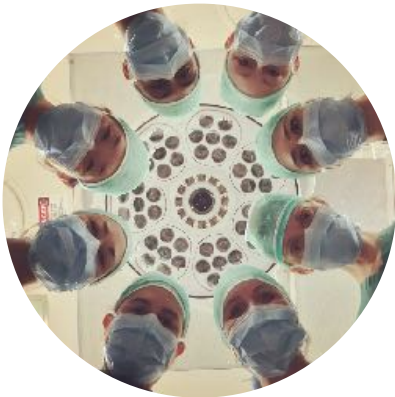
Outer



Smart  
But  
Not  
Experts





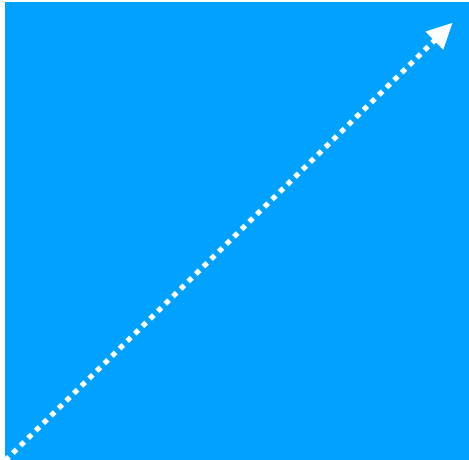


A group of jockeys on horses racing on a dirt track. The jockeys are wearing colorful silks and helmets, and the horses are galloping towards the camera. The background shows a white fence and some trees.

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

**What is the  
focus for  
Investors?**





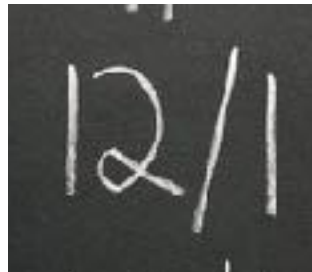


**A Study on the Art and Science of Pitching New Businesses**

By

**Alexander Williams**

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

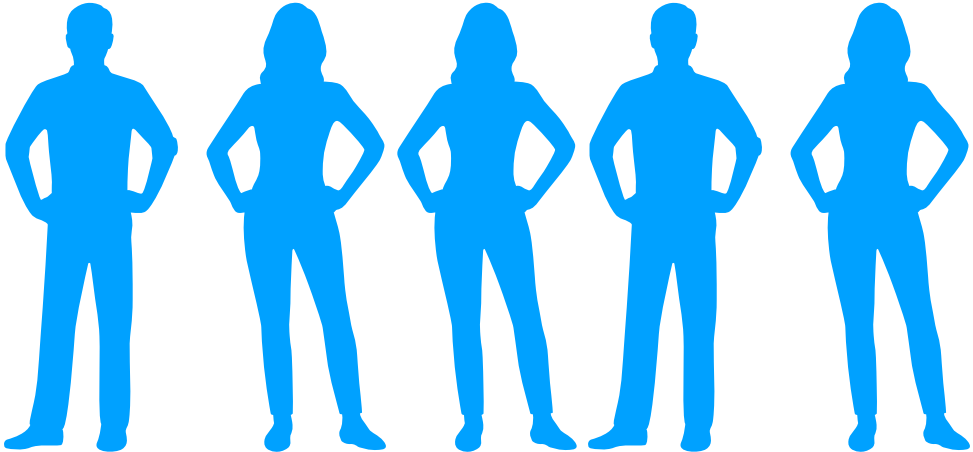




# Story



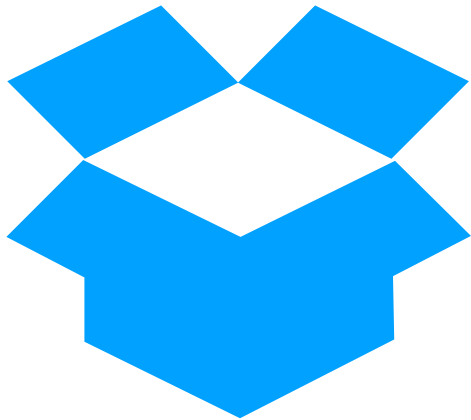
# Team





**Story**

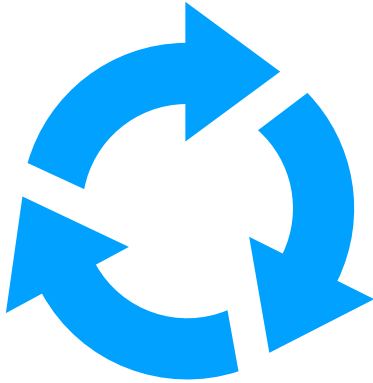
# Product



# Story



# Market



6/4 9/1 25/1

5/2 12/1 50/1

5/1 16/1 100/1

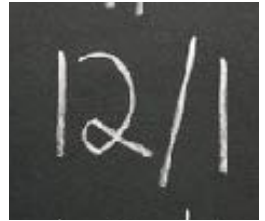
**Story**

# Financials

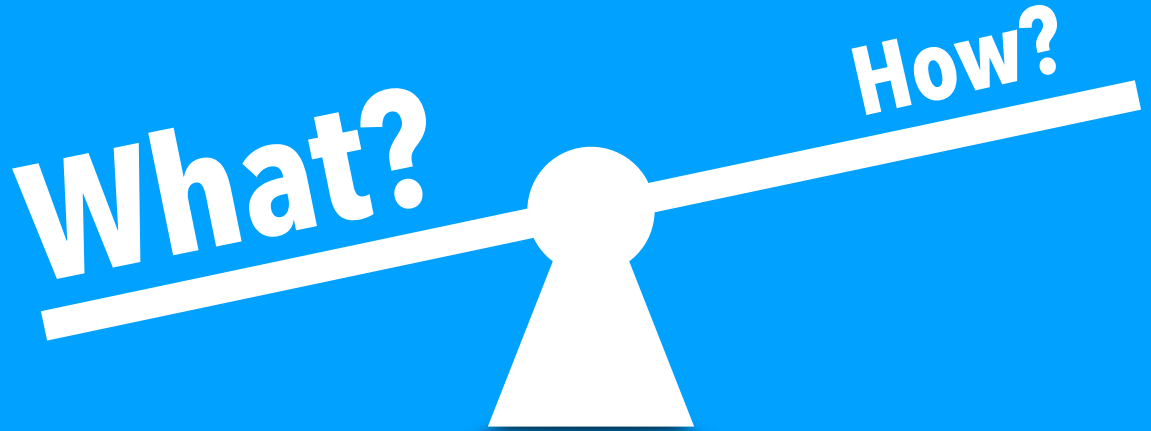




# Stories



Your comfort zone



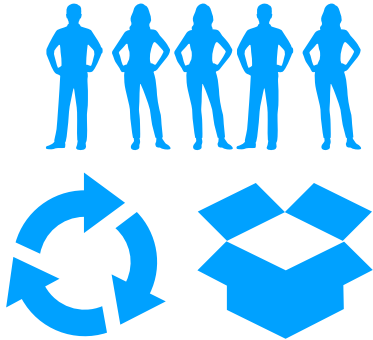
Their comfort interest

**What?**

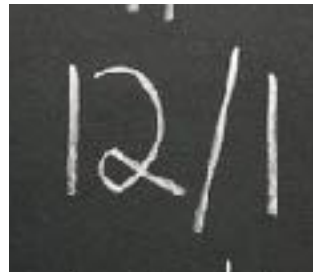
**How?**



# 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?**