

# Making an Investment Pitch to CBA

Please see following pages for the type of information of interest to CBA

Things we are especially interested in are shown in **red text**

You will be given a **time limit** for presentation – **please adhere to that**

We will follow up with questions / discussion as appropriate

Christian Business Angels  
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# Your Business

## What is your product/service/idea

- What is it?
- What does it solve?
- What are the key benefits?
- What makes it different?
- USP (unique selling points)?



# Markets Served / Market Potential

## Who is your market?

- Industry
- Market / segment
- Target group
- Size
- **Potential / your business plan**
- UBP (unique buying points)



# The Numbers - Past, Present & Forecast

## **P&L overviews**

- last 2-3 years with insights
- next year, post-investment

## **Employment**

- past growth, present & post-investment

## **Balance Sheet**

- any comments / strengths/weaknesses



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# Inside Information

## Who is behind the company?

- Who are you?
- What kind of support/resources do you have?
- **What is your track record?**



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# Competition / Advantages

## Who is your competition?

- What have they accomplished (proofs your business potential!)
- What makes you better?
- **What are your key differentiators, what is your competitive advantage?**

**COMPETITION**



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# Spiritual / Social

**What is the impact of your business?**

- How does it help others?
- What impact does it have on your community?
- **How does it glorify God and help build His Kingdom?**



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# Your Funding Request

**What is your request from CBA?**

- **What / How much do you need?**
- **How will the funds be used?**
- **How many new jobs are created?**
- Besides money, anything else?
  - Expertise / Coaching
  - Network / Introductions
  - Credibility
  - etc.



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