

The Psychology of Pitching for Investment



Presented by Paul Grant
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in partnership with



Business Funding Show

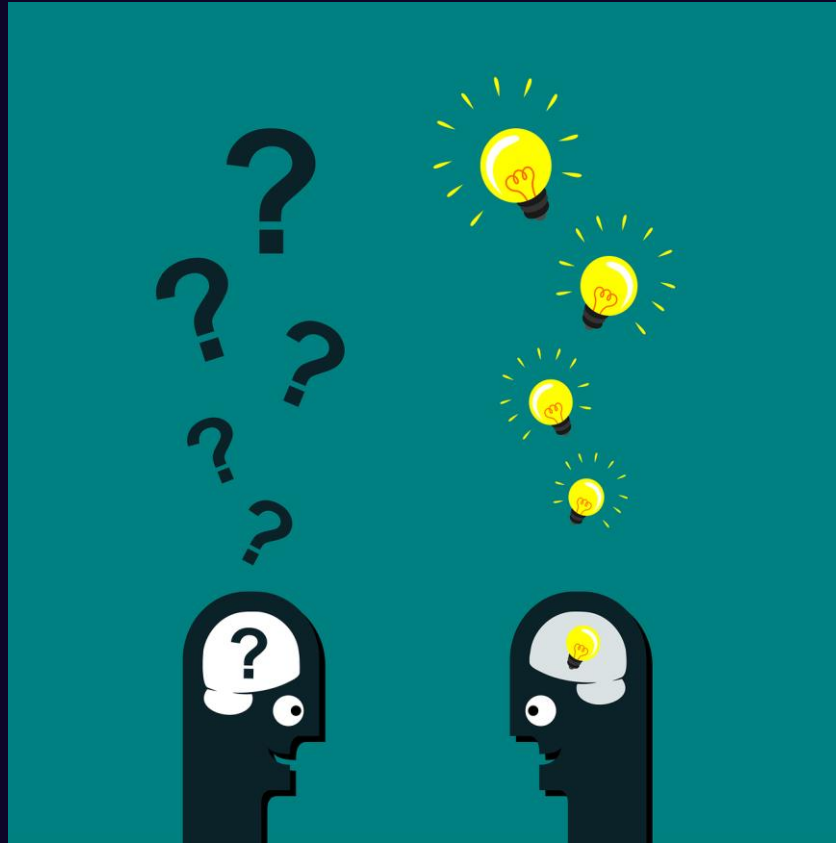
In three parts



1. The psychology of pitching
2. The mindset of an investor
3. How to find your investors

1

The Psychology of Pitching

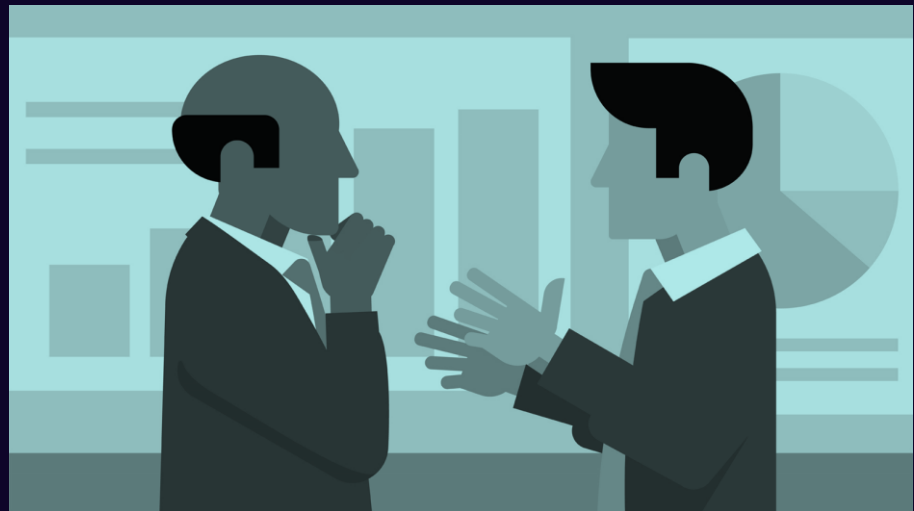


Why do people buy your ideas?

1

The six triggers of influence

1. Social Proof
2. Scarcity
3. Continuity/Commitment
4. Reciprocation
5. Likeability
6. Authority



1

1. Social Proof



1

2. Scarcity



1

3. Continuity/Commitment



1

4. Reciprocation



1

5. Likeability



1

6. Authority



1

Remember to tell the story



People need to FEEL, SEE and HEAR the story

1

Sherlock your investor



Be human and get inside their world

2

The Mindset of an Investor and what they are looking for

1. Low risk, high demand
2. Proof of concept
3. An exit of 10x
4. A sector they know
5. A credible, likeable team
6. Fun, prestige, contribution



2

Confidence



Remember, you have something they need

3

How to Find Your Investors using psychology

1. Sherlock your ideal investor (or best angel group)
2. How does their world and yours connect?
3. Romance the investor (using the law of continuity/commitment)
4. Secure a lead investor (for social proof/authority)
5. Keep pitching! (Reach out to 10 a week)

The psychology of pitching in a nutshell



1. Understand the person
2. Solve their problem
3. Be authentic and build trust

What now?

Get on the fast track to investment

1. FREE 90-min online course *How to Fund a Startup*
2. Join me and Investor Colin Coghlan this Thursday
3. One-to-one coaching for *your* business

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