



DISCUSSION GUIDE

PITCHING YOUR BUSINESS IDEAS FOR INVESTMENT

Presenter: Claude Grunitzky, Co-Founder & Chairman, TRUE

Entrepreneurship

Lesson Description

For most entrepreneurs, funding a business themselves is not an option. They'll need investors — individuals, banks or corporations who are willing to put financial resources toward a solid idea. This lesson takes a look at some of the best practices for developing your pitch and attracting investors.

Learning Objectives

1. How to identify potential business partners.
2. How to identify the key elements of a pitch.
3. How to craft and deliver a pitch.
4. How to follow up after a pitch.

Discussion Questions:

1. Thinking about your business idea, who are the people or organizations that may be natural investors for your product or service? How will you demonstrate the value of your product to potential investors?
2. In building your company, who are your partners, if any, and what value do they bring to a potential investor? Who on your team can answer detailed financial questions? Who can answer detailed questions about the product or service?

Developmental Actions:

1. Using the key elements outlined in the video, develop a three-minute pitch for funding and practice delivering it to friends, family and/or advisers. Take notes and incorporate their feedback in your pitch.
2. Identify potential funders for your product or service. Research their backgrounds and how they or their organizations invest their funds. Research the companies or individuals they have funded and seek out contacts for information and advice.

About the Video Presenter

Claude Grunitzky is the founder of TRACE TV, the first multinational media company focused exclusively on producing, aggregating, distributing and promoting urban music and culture via digital media and special events around the world. He is also co-founder and chairman of TRUE, a new MIT-incubated media venture. An MIT Sloan Fellow and a French-American Foundation Young Leader, Grunitzky sits on the board of Humanity in Action, a foundation that works internationally to build global leadership, defend democracy, protect minorities and improve human rights. The recipient of many distinctions, he was named a finalist for the Ernst & Young "Entrepreneur of the Year" award in 2007. Grunitzky was raised between Lomé, Togo; Washington, D.C.; Paris; and London and speaks six languages.

