



## **“EO ALCHEMY UNICORN HUNT” PITCH GUIDELINES**

Include in your pitch your name, your location, and your background.

Share your business mission and products and services.

Who is your target market or customer?

State your current progress towards your plans.

### **WHAT DO YOU NEED TO GET THERE?**

This is your chance to sell your story and get others to invest in your dream, spread the word or provide support. This is your chance to practice the ASK!

### **TIPS FOR YOUR PITCH;**

Keep it succinct and simple!

Show your passion for your business plans!

Be clear about what you will accomplish with your business.

Remember that your pitch is meant to inform, engage and market.

Demonstrate your belief in your success by using confident language like, "I will" and "We can."

What is the upside for the investor? (Why should they invest in you?)

You may use a PowerPoint and/or visuals or videos, if you wish.

**Please plan to forward your materials to Alex Ramirez, at [aramirez@collineargroup.com](mailto:aramirez@collineargroup.com)**