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## Mastering the Art of Pitching Your Startup Idea to Investors

### Article

Starting a business is not easy, especially during a pandemic when the job market is unpredictable. But the good news is that investors are still willing to take risks and support innovative ideas that can solve real-world problems. If you have an idea that you believe in, now is the time to pitch it to potential investors.

Pitching your idea to investors requires a compelling story, market research, and a deep understanding of what investors are looking for. But how do you make sure that your pitch stands out from the crowd? Here are some tips to help you master the art of pitching your startup idea to investors:

#### **Be Passionate and Empathetic**

Investors are not just looking for a good idea; they are looking for passionate entrepreneurs who are genuinely interested in solving a problem that they care about. Your pitch should not only focus on the problem you're solving but also on the customers you're serving. Show investors that you have empathy for the people you're trying to help and that you're committed to making a positive impact on their lives.

#### **Know Your Heuristics**

Understanding how other people think can help you pitch your idea more effectively. Being aware of your own heuristics can help you be more aware of how investors think. This awareness can help you pitch to investors more intentionally and benefit your entrepreneurial journey.

#### **Target Your Pitch**

Instead of sending mass emails, find the top three investors who would be a good fit for your idea and target them with a personalized pitch. Research their interests and tailor your pitch accordingly. This can be more effective than a generic email blast.

#### **Leverage Social Media**

You don't need an existing following to stand out on social media. In fact, posting about your startup journey and sharing your experiences can help you build a network and attract potential investors. You can also use social media to connect with investors and share your pitch.



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## Be Mindful of Intellectual Property Concerns

If you developed your startup idea while working for a previous company, be mindful of intellectual property concerns. Make sure that your idea was not developed using proprietary information or resources from your previous company. This is something that can be addressed during the diligence process.

In conclusion, pitching your startup idea to investors is a crucial step in launching your business. With the right preparation and approach, you can stand out from the crowd and attract potential investors. Remember to be passionate, empathetic, and mindful of your pitch's target audience. With these tips, you can master the art of pitching your startup idea to investors and take your business to the next level.

## Agenda

### Pitch

- The act of presenting a business idea to potential investors or customers
- *"The startup CEO spent months preparing his pitch for the investors."*

### Heuristics

- Mental shortcuts or rules of thumb used to make decisions or solve problems
- *"The entrepreneur used heuristics to quickly assess potential business opportunities."*

### Intellectual property

- Legal rights that protect creations of the mind, such as inventions, literary and artistic works, and symbols, names, and images used in commerce
- *"The startup hired a lawyer to protect their intellectual property through patents and trademarks."*

### Empathy

- The ability to understand and share the feelings of others
- *"The startup founder had empathy for the challenges faced by small business owners."*

### Pre-seed

- The earliest stage of startup funding, typically before a company has a product or customers



- *“The pre-seed funding allowed the startup to develop its prototype.”*

## Seed-stage

- The stage of startup funding after the pre-seed stage, typically when a company has a product or customers but needs funding to scale

- *“The startup raised seed-stage funding to expand their sales team.”*

## Venture capitalist (VC)

- A professional investor who provides funding to startups and early-stage companies

- *“The VC invested in the startup’s latest funding round.”*

## Diligence

- The process of investigating and evaluating a company before investing in it

- *“The VC conducted thorough diligence before investing in the startup.”*

## Entrepreneur

- A person who starts a new business or venture, often taking on financial risk in the hope of profit

- *“The entrepreneur had a vision for a new product that would revolutionize the industry.”*

## Discussion

1. How do you think the rise of entrepreneurship and startup culture is changing the business landscape in Korea?

2. In your opinion, what steps can the government take to encourage more investment and support for startups in Korea?

3. How important do you think it is for business professionals in Korea to have strong English language skills, especially in the global market? What strategies do you use to improve your own English language proficiency?