

# Pitching to ThirdWay Capital

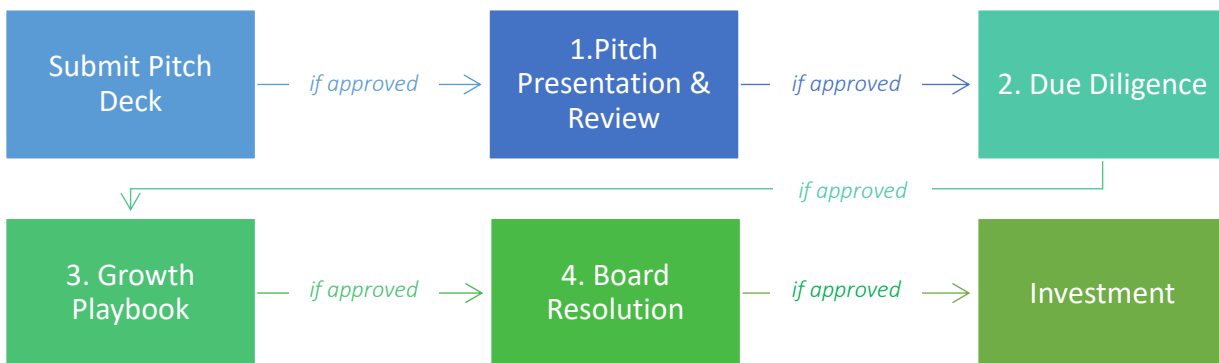
## First Step in Applying for Our Capital and Professional Support

Thank you for considering Third Way Capital as a partner with you in your business. Whether we first approached you or you first approached us, the starting point is always the same — the first thing we need from you is a pitch deck. A pitch deck is a slide show, in PDF format, that tells us the key things we need to know about your business and why you think it is important and will succeed. The next page tells you what you need to include in your deck.

We encourage you to do your research on Third Way Capital to see what we consider important. Visit our website ([www.thirdwaycapital.co/approach/](http://www.thirdwaycapital.co/approach/)) and look up our Managing Partners on LinkedIn. See what we post about. Please note, we won't accept LinkedIn connection requests without an explanation accompanying the request.

Once we receive it, we will review your pitch deck and, if we are ready to hear your presentation, we will invite you to meet with us and talk us through your deck. Typically this is a one hour session, in which you (and any key co-founders) will have 15-20 minutes to present your deck, followed by a time of Q&A with us.

## Next Steps



1. Once your company has pitched to us, Third Way Capital will approve or decline your application (or we will ask you to re-apply after making specific improvements).

If your application is approved, we will then undertake a preliminary review of your company in terms of its business model and its impact potential. If your company passes this preliminary review, it will be short-listed as a potential investment.

2. Once we short-list a company, we conduct due diligence on that company by closely examining its finances, management, business model, potential impacts, etc. If this initial assessment indicates strong business growth potential and high commercial and social impact, Third Way Capital's Investment Committee (IC) will vote on whether to move your company to the final step of evaluation.
3. The final step is the development of a Growth Playbook for approved companies. This requires a deeper dive into each business that allows us, with the owner(s), to develop a "game plan" that demonstrates how strategic capital investments from Third Way Capital, coupled with our professional advisory support, will result in strong growth and high impacts. The IC then reviews the Growth Playbook. If it supports the recommendations therein, it will recommend to the Third Way Capital Board of Directors that the company in question be approved for investment.
4. When ready, the Board then passes a resolution to release investment to the approved Growth Playbook company.

## Preparing Your Pitch Deck

Here are the main things your pitch deck needs to show us (this is adapted from Peter Thiel's summary of a good pitch deck):

- **Cover:** Provide your company's name and branding, and the current date.
- **Problem & Solution:** Here, you summarize the issue potential customers face and how you are going to solve this problem for them. We are an impact investing firm. We need to know how your business will make an impact in peoples' lives, in terms of one or more of the following: making a strategic contribution to your region's economy; improving the quality of peoples' lives; creating jobs; increasing sustainability in your industry; and/or providing solutions that address major problems your society faces.
- **Team:** A quick summary of who you and your team are, perhaps with some information about any relevant personal achievements.
- **Product:** Your product slide should show investors what your product is and how it works by "solving" the "problem"
- **Market:** An outline of your marketplace niche, its size, and growth. This lets investors know about the potential for your product.
- **Opportunity & Competition:** If I have a criticism, it's that this section could repeat information from the market slide. However, Thiel suggests that it should be used to outline the size and scope of your competitors alongside the size of the market.
- **Barriers to Entry:** Such an important slide. Here, you'll show investors which hurdles you need to overcome in order for you to establish yourself within the marketplace.
- **Funding History:** This will help investors see who else has backed you financially. If it's a reliable investor, this can show new investors that your product is in safe hands.
- **Future Prospects & Vision:** This is where you describe your company's vision and its future potential.
- **Contact:** Along with your company's contact details, this slide can also provide a link to your data room, so that investors can scrutinize the information in your pitch deck more closely.
- **Financial Model:** Here, you should include projections for the next 3 – 5 years. It's likely that an investor will want to exit during this time frame.
- **Ask:** we provide two resources to companies in which we invest: growth capital and advisement. On this slide we need to know what amount of capital you need, what it will be used for, and the specific areas in which you believe professional advisory support will improve your success.

**Tip:** most pitch decks are built in a presentation software first, such as PowerPoint, Google Slides or Apple's Keynote — then exported into PDF. Please make sure that you shrink the size of your PDF, especially if it contains a lot of graphics and photos.

## Other Resources

At this link you will find excellent resources for companies who are raising capital. Visit this page to obtain a free guide to building a winning pitch deck: <https://alejandrocremades.com/investor-pitch-template/>.

You can find other useful guides, for example for business plans or marketing plans, here:

<https://alejandrocremades.com/business-templates/>.

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