ENDEAVOR

2020 GUIDE TO VIRTUAL PITCHING

As virtual pitching becomes our new reality, some quick tactical thoughts on Zoom, Google Hangouts, Skype for Business, Microsoft Teams, WebEx, GoTo Meeting or BlueJeans:

1. Set up and test your equipment beforehand to guarantee a smooth conversation

2. Avoid distractions and interruptions:

   a. Pre-load all your apps, presentations, files, videos, tabs, and windows beforehand

   b. Make sure your partner, kids, and pets are sealed out of your room

   c. Have a fully charged battery or be plugged in (avoid the 10% battery warning)

   d. Secure a good WiFi connection (ideal if you have a wired connection as back-up)

3. Background and angles matter: use a white wall or company background and camera at eye level (if your laptop camera doesn't have a flattering angle, invest in an external camera)

4. Try to look as much into the camera when presenting (versus the screen)

5. Start exactly on time and dial-in a bit earlier whenever possible

6. Make the presentation conversational and interactive (try to avoid a monologue)

7. Have your key executives on-hand if needed (engineering, business development, operations, etc) or muted on the call

8. If it's a first investor meeting, you only have thirty minutes, so keep it casual and interactive (don't share your screen, but have the deck on hand)

9. Have a back-up communication plan: if its Zoom, have a Hangout link, and try to have cell numbers ready in case everything else fails

10. During the presentation, take pauses and try to check for reactions

11. Practice the presentation, the flow, the experience, and the handovers when its more than one person speaking