

A DIFFERENT APPROACH TO ALTERNATIVE ASSET CLASSES



Pitching your ideas

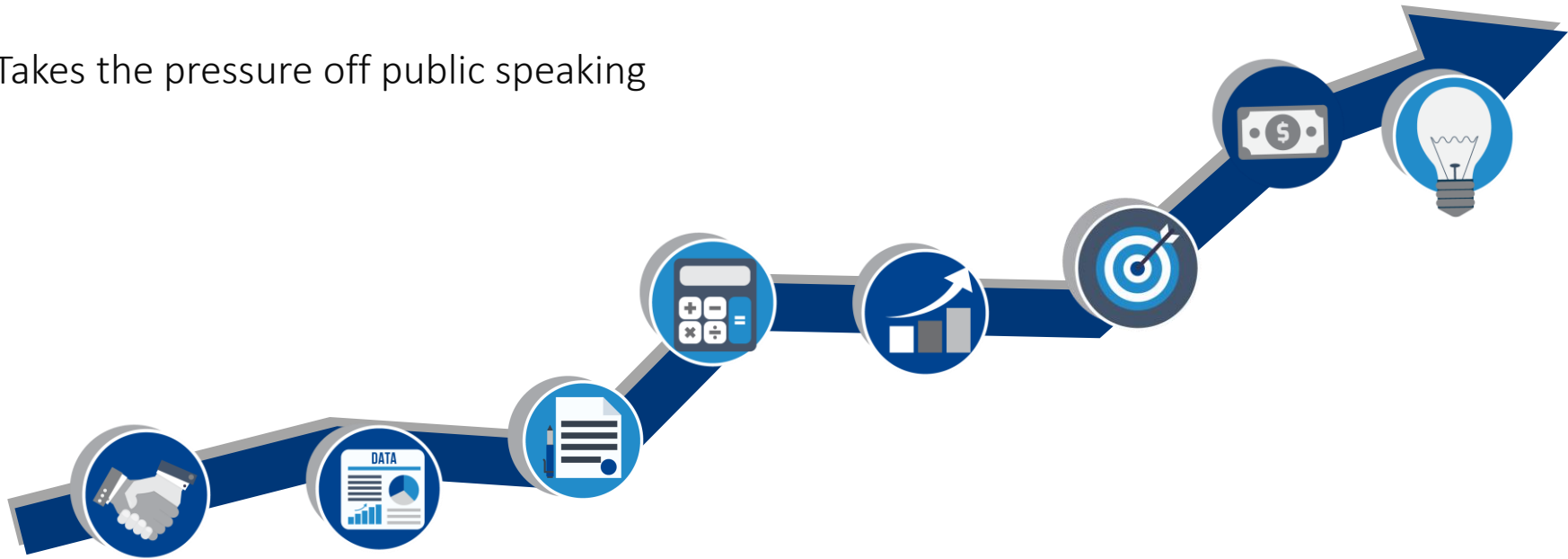
Organisation and date

Executive summary

- Know your product back to front
- Know your audience
- Grab their attention
- Deliver the pitch
- Support the message
- Prepare for questions
- Follow up

Know your product (and pitch) back to front

- Practice talking about it
- Allows you to go 'off script' and tailor content to your audience
- Understand how different people perceive your product
- Takes the pressure off public speaking



Knowing and interacting with your audience

What you should do...

- Know who they are and what they like
- Tailor your pitch - are they interested in the story, the data or both
- Know it all, but don't act like a know it all!
- Be open to their ideas
- Engage them personally (how does this issue affect/impact them?)
- Be yourself

...and not do

- Interrupt your audience
- Expect to wow them
- Haggle with them (too much)
- Panic if they find faults
- Don't fake it

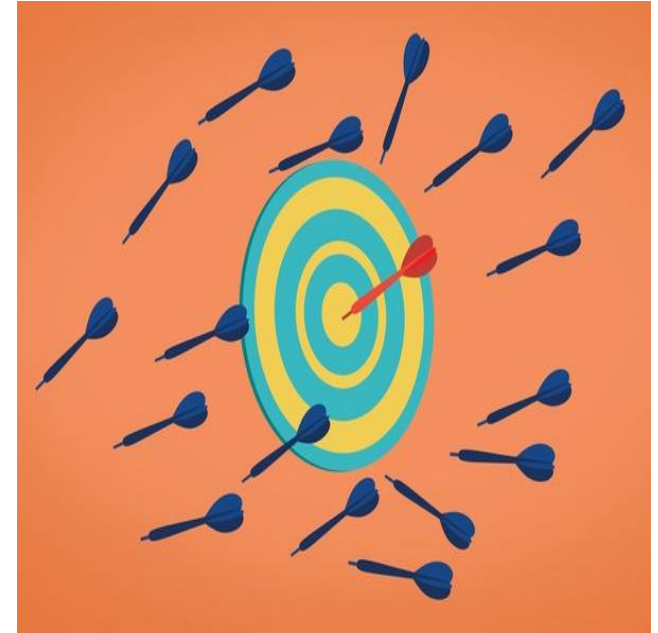
Grab their attention

- The very first moments should be compelling
- Power of story telling
- Be memorable
- Engage and connect with your audience
- Leave them hungry to hear more



Deliver the pitch

- Practice, practice, practice
- Things you may want to cover off on:
 - A compelling summary
 - **Purpose** – Why do you want to exist
 - **Problem** – What, why, where. Personalise the problem
 - **Solution** – Your value proposition, **what is the social impact**
 - **Market** – Who are you targeting, how big is the opportunity
 - **Marketing** – How do you reach them
 - **Sustainability** - What do you need to get started, how will the solution be sustainable (socially and financially)
 - **Competition**, risks and challenges – What can go wrong and how you manage it, who are your competitors
 - **Team** – Who are you, why is the issue important to you, what skills can you bring
 - **Roadmap** – Key milestones and how you get there
 - **Vision statement** – What does the future look like with your product



Support the message

Facts and figures

50,000+ charities

~10% of GDP

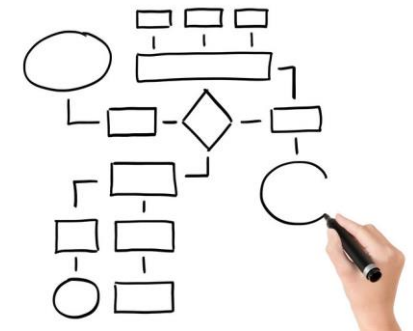
\$200 billion total assets

1.3 million paid staff

2.9 million volunteers

A\$143bn in revenue

Other aids



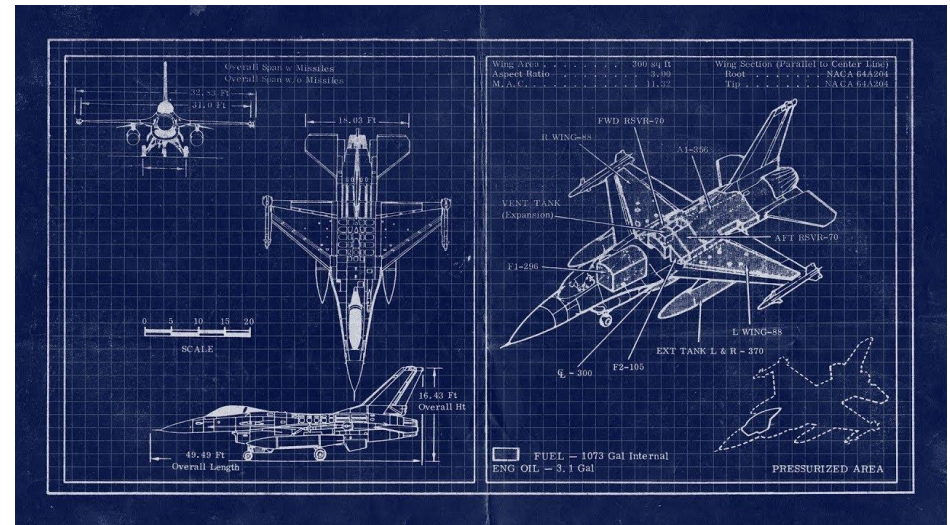
67% of market are underserved

Extra small (\$50k or less) 40%

Large (\$1m plus) 17%

Small (\$250k or less) 27%

Medium (\$250k - \$1m) 16%



Prepare for questions and feedback

Brainstorm a list of anticipated questions, feedback and answers before you pitch

- ✓ Practice your pitch with a trusted and diverse group of people
- ✓ Seek their feedback to improve your product, pitch
- ✓ Identify likely questions based on their feedback
- ✓ Come up with appropriate responses to likely questions

When asked a question

- ✓ Thank them for the question and make any clarifications
- ✓ Take your time before responding
- ✓ You don't need all the answers right away, if you don't have a response, commit to getting back to them at a later time if they would like

Follow up

- 1 Take notes from your conversations and pitches
- 2 Research and learn from feedback
- 3 Use your networks and ask for support
- 4 Improve your product



- 5 Follow up with audience (even the negative ones)
- 6 Answer their questions and areas of interest
- 7 Show progress
- 8 Ask for resources/funding

Questions?

About Tanarra Group

Australia / Asia based investment firm

Owned by former CEO of Credit Suisse
& Lazard in Australia, John Wylie

Offices in Melbourne, Sydney, Perth, Tokyo, Hong Kong

Highly experienced team of 20

Excellent 20 year investment record

Global operations and investments

