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# How to Pitch Green Investors

Impact Investing & Social Finance Panel

— Cole Powers | [cpowers@intelliculture.ca](mailto:cpowers@intelliculture.ca) —

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# Agenda

## **Introduction**

Who Am I?

IntelliCulture Overview

## **Pitching Green Investors**

Success Factors

Financing Milestones & Experiments

Early Stage Capital

Closing Advice

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# Introduction & Setting the Stage

# Cole Powers



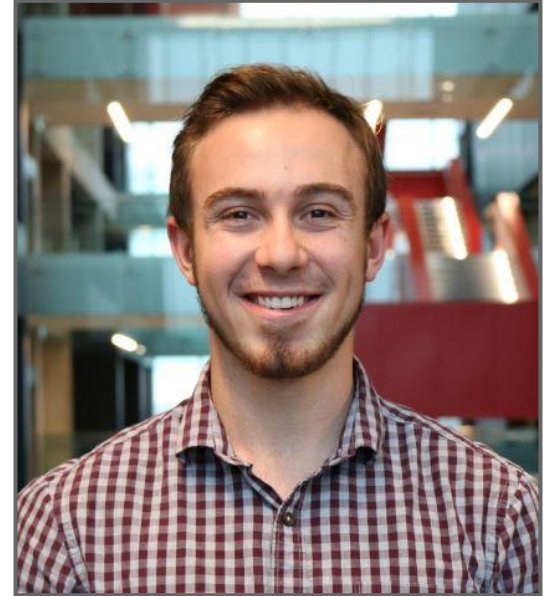
Co-Founder - IntelliCulture



Engineer/Speaker/Author



Bull Rider/Adrenaline Junkie



# IntelliCulture

## WHAT

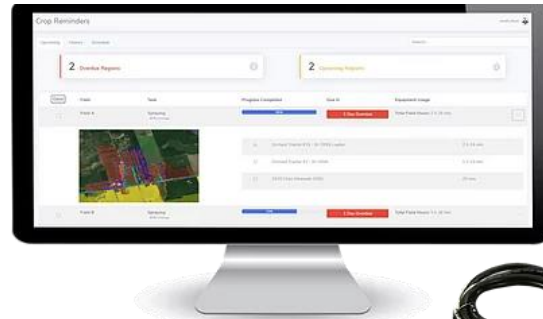
Help farmers cut cost of production through equipment management software

## HOW

Prevent breakdowns and costly mistakes in machine operation

## WHY

Improve farmer margins to sustainably feed the world



# Pitching Green Investors

# Success Factors

## **Storytelling**

Have a vision of a *new* future

Make the problem relatable - lead with WHY

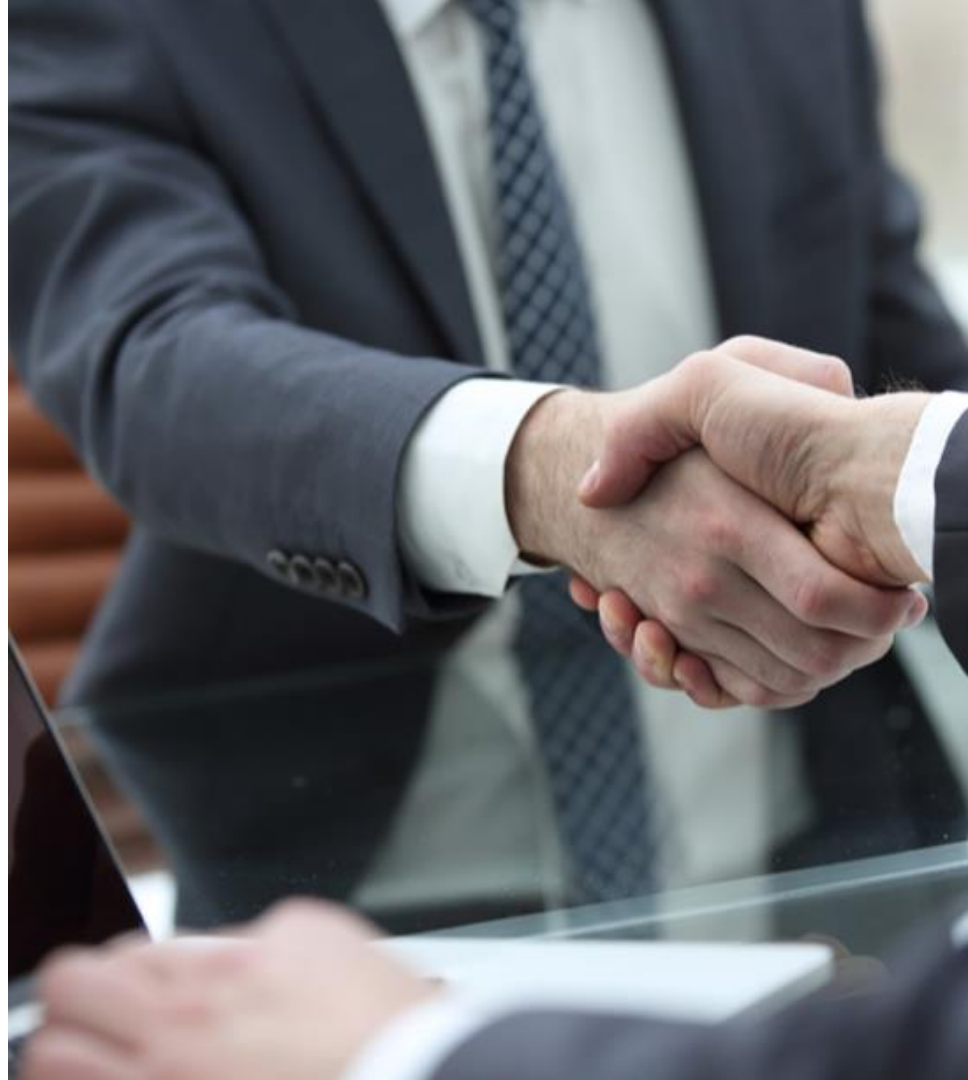
## **Rooted in Realism**

Know your numbers, and be genuine

Have a plan for using the funds

## **Momentum**

Create excitement - press, milestones, etc.



# Financing Milestones & Experiments

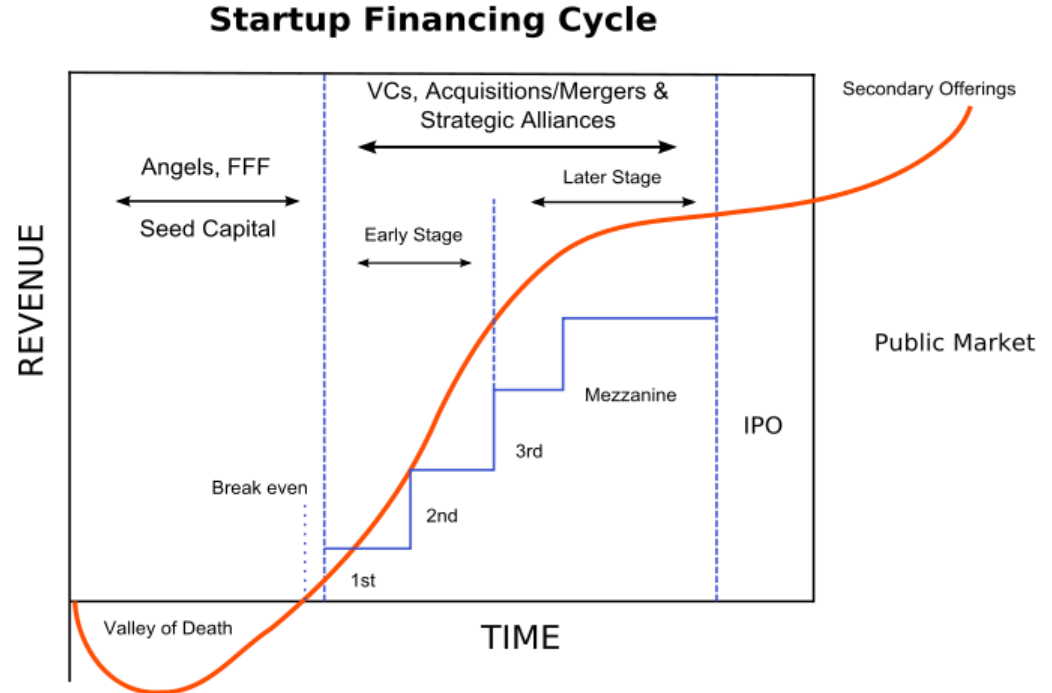
## Steps to Planning your Fundraising:

Finance in 'Stages'

Break Stages into Experiments

Map Experiments to Milestones

Derive Milestones from Investors





# Early Stage Capital

## **Customers Are King**

Sell an idea, get paid early  
Value the feedback

## **Student Ecosystems Are Lucrative**

Pitch competitions  
Other grants & stipends

## **Leverage Programs**

Government grants & accelerators  
Avoid investors if possible early on!



# Closing Advice

## WORK ON YOURSELF



Early investment is in the founder, not just the idea / business

## HARNESS RESILIENCE



It's a numbers game, pitch early, pitch lots, and get used to rejections

## CREATE URGENCY



Parallelize discussions with investors, and craft compelling timing of the opportunity

# Questions & Answers

# Thank You

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