

Food Truck Pitch to Investors

OBJECTIVES:

- List the qualities of an effective investor pitch
- Create a pitch deck
- Deliver a clear, coherent, and persuasive investor pitch

A pitch is a formal but brief presentation that is delivered (usually) to potential investors in a startup. A pitch is designed to be clear, concise, and compelling around key areas, typically the key problem or unmet need, the innovative solution, the market opportunity, the competition and your competitive advantage, the business model (how you will make money), and your financial needs.

Key audiences include potential investors, social connectors, potential partners, key employee recruits, and the broader community, particularly if one needs to request permits or regulatory concessions. Pitches come in many forms, but underlying them is an ask for something: capital, assistance, mentorship, connections, potential partners, or other investors.

Type of Pitch	Length	Approach	Key Content	Audience
Elevator	2-5 minutes	Verbal presentation and single slide	Summary of need, solution, market opportunity, value proposition, call to action (the "ask")	Incubator, accelerator events, competitions
Early Investors	10-20 minutes	Verbal presentation, full slide deck, and video or demo of product/service	Summary of need, solution, market opportunity, value proposition, financials, and capital needs	angel investors, venture capitalists

Assignment: Using the portfolio you created on EverFi and the resources below, build a slide deck to use to pitch your food truck idea to angel investors.

Research Resources

[Information on Purchasing a Food Truck](#)

[Permitting](#)

[Industry Data and Start-up Costs](#)

[Food Truck Regulations in Boston](#)

[Food Trucks Industry Report.pdf](#)

Click here for [investor scorecard](#)

Some [tips](#) for presenting.

Practice recording your pitch on [Flipgrid](#)

Food Truck Pitch to Investors Rubric

	Advanced	Proficient	Developing	Emerging
Content (10 points) Includes all content requirements	Addresses all key components of the business plan in sufficient detail	Addresses all key components of the business plan	Addresses most key components of the business plan	Addresses only some of the key components of the business plan
Preparedness (4 points) Shows evidence of rehearsal	<ul style="list-style-type: none">• Memorizes pitch• Delivers 2-3 min. pitch• Answers all investor questions	2 out of 3 criteria	1 out of 3 criteria	0 out of 3 criteria
Visuals (8 points) Utilizes effective design concepts	<ul style="list-style-type: none">• Font & point size are easy-to-read• Text is targeted & limited• Background, colors, and graphics are engaging and enhance readability	2 out of 3 criteria	1 out of 3 criteria	0 out of 3 criteria
Delivery (8 points) Uses volume, energy, and persuasive strategies	<ul style="list-style-type: none">• Pronunciation & grammar are correct• Voice is clear, audible, and varied• Pitch engages & energizes audience• Zero verbal junk	3 out of 4 criteria	2 out of 4 criteria	0-1 out of 4 criteria