



## Pitching 2 | How to Convince Investors to Make the Leap

An HBS Accelerate Workshop

### Workshop Summary

Want to learn how to anticipate investors' key questions and craft a pitch that addresses their uncertainties? In this workshop, Shikhar Ghosh, Professor of Management at HBS and successful entrepreneur, shares how to frame proof and process to strengthen your pitch and help convince investors of your startup's feasibility.

### Who Should Attend?

Founders raising outside funding who want to develop a pitch or refine an existing pitch into an outstanding one that incorporates proof and process to convince investors that their startup is worth investment risks.

### What You'll Learn

- How to anticipate investors' key questions and address their uncertainties.
- Tactics for incorporating types of proof that investors need to see.
- Methods for using proof and process to demonstrate your startup's profit potential.

### Format

This 60-minute workshop integrates tested frameworks, techniques, tools, and insights delivered by an HBS faculty member via video. Between short videos, participants engage in practical, hands-on activities to help them evaluate and strengthen their startups.

### Outcomes

By the end of the 60-minute workshop, you will be able to:

- Identify what proof points matter to investors.
- Frame the process you used to reach your conclusions to strengthen your pitch.
- Understand how to incorporate relevant proof and process into a pitch in a convincing way.
- Begin to develop a financial picture for investors that demonstrates your aspirational size aligns with investors' criteria and has a logical plan to reduce uncertainties.

### [Bio for Professor Ghosh](#)

Additional [HBS Faculty page](#) and photo of Professor Ghosh.

*Our mission: HBS Accelerate is guiding entrepreneurs on their journey to make an impact on the world by delivering relevant education and practical advice from leading experts in the startup community.*