



How to pitch your business idea to potential funders and donors?

14/12/2023

EU Liveseeding Webinar





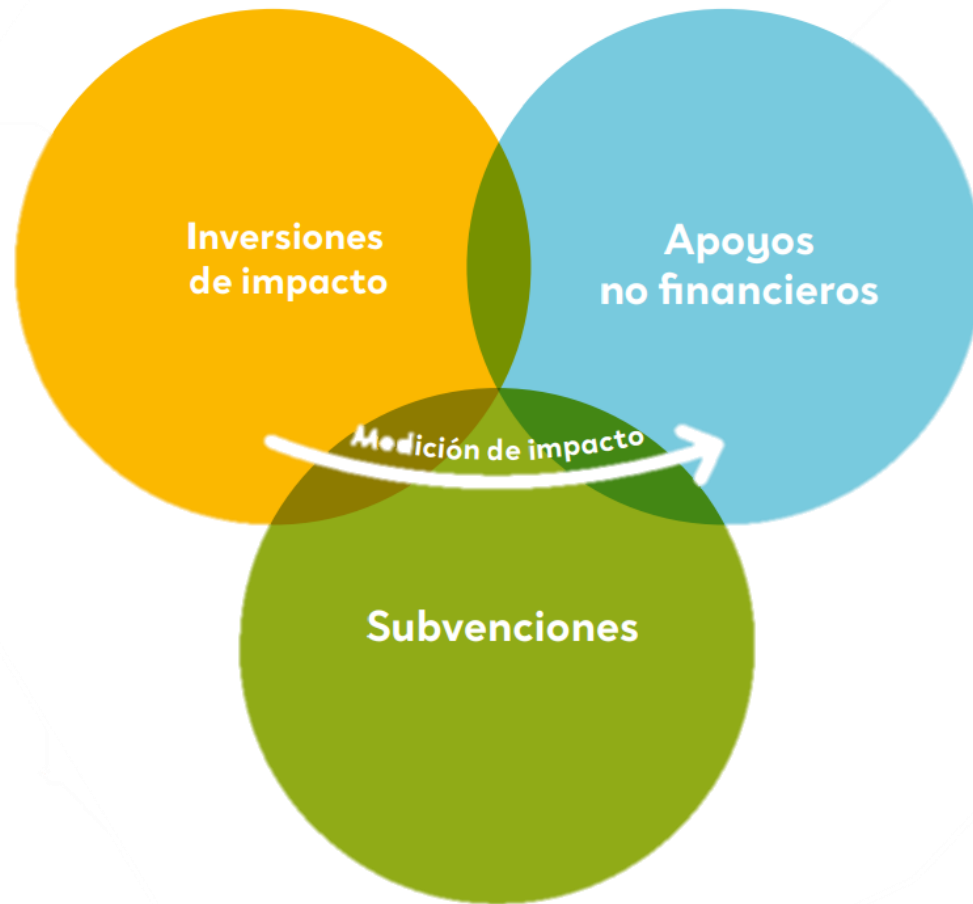
About the Daniel and Nina Carasso Foundation

Who we are

- ❑ Family foundation established in 2010 under the aegis of the Fondation de France.
- ❑ We aspire to a transformation for a greener, more inclusive and fulfilling society. We believe in a society where people and the Earth are the core focus, and where engagement and caring are encouraged.
- ❑ The Foundation supports projects in **France and Spain** in two focus areas:
 - ❖ **Sustainable Food**, for universal access to healthy food that is safe for people and ecosystems
 - ❖ **Art & Citizenship**, to develop critical thinking and reinforce social bonds.
- ❑ We support a broad **diversity of people and projects** along the transition pathway, thereby encouraging interaction between disciplines and approaches.
- ❑ **Driven by social impact**, we base our action on research, empirical knowledge, experimentation, evaluation and shared learning.



How we work



- **Financial support:** grants and investments in projects with a high potential for social impact.
- **Non-financial support** through a programme of training and networking to strengthen their capacities and ensure their long-term viability.
- **Evaluation and management** of the systemic impact of our programmes

Impact investment programmes

Sustainable Food Systems Fund

QUADIA

7 M€
comprometidos
por la Fundación
(+2 M€ en 2021)

3,2 M€
desplegados
desde 2018

49 M€
de volumen de negocio
acumulado (+9,2% con
respecto a 2021)*

* Teniendo en cuenta un nuevo perímetro en el que se incluye el volumen de negocios de 2020 de las nuevas incorporaciones de 2021.

Contribución a 7 ODS



Tipo de inversión



74% Equity
26% Deuda

Perfil de las empresas



50% Estatus de ESS,
ESUS y/o BCorp
50% Otros



67% Etapa inicial
33% Maduras



TRANSFORMACIÓN E IMPACTO
A TRAVÉS DE LA INVERSIÓN
EN ARTE Y ALIMENTACIÓN



How to pitch your idea

What are funders looking for?

- ❑ Initiatives that are **purpose-driven** and prioritise impact over economic benefit.
- ❑ **Social transformation**: the organisation contributes to solving the cause of a social or environmental problem.
- ❑ Committed **team** with the necessary skills to achieve their challenge
- ❑ **Scalability** of the initiative in order to multiply its impact.
- ❑ **Additionality**: support for the development of alternative and disruptive solutions, usually underfunded
- ❑ Potentially profitable **business model** in seed funding or with revenues in later stages of investment.

How to pitch your idea?

About the content...

- **Tell your story** – present the problem you want to solve from a systemic perspective and explain your motivation
- Introduce your **solution** and explain how your product/service will solve the problem
- Environmental and social **impact indicators**
- Present the **team members** indicating their role in the organisation.
- Illustrates the different lines of your **business model** with the main metrics (revenues, expenses, margins, etc.).
- Provide a **roadmap** with milestones and medium-term revenue potential
- Application - amount and intended **use of the funds**

How to pitch your idea?

About the form...

- Usually, a 15 minutes presentation followed by Q&A
- Clear and concise
- Use a visual and attractive format
- Be passionate and committed to the development of your solution, but also to the problem you address
- Show you availability not only to speak but to listen to the investors



Thank you very much!

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Fundación Daniel y Nina Carasso