

# Partnering With Heartland Angels

## Why Heartland?

Partnering with Heartland Angels involves much more than our funding your enterprise. We encourage your involvement with us from the beginning stages of your presentation all the way through to our potential investment in and commitment to your ideas.

In years past, we have heard from many talented teams with good concepts, but our investors were put off because the presentations from these teams were disorganized, dull, and/or lacked persuasive arguments. To this end, we hope you solicit our services and advice in your presentation to our group.

## Pitch Coaching

We provide you, free of charge, a Heartland Angel coach to improve your pitch. He has thirty years' experience in preparing startups to be convincing in their presentations. He will help you eliminate boring, text-driven slides in favor of visuals that persuade and will be remembered. He will also offer rehearsals to enhance your delivery for the Heartland presentation.

## Financial Review

Unrealistic projections and inaccurate figures doom a presentation, but Heartland has experts who can review your financial data and help you arrange the numbers in a clear and accurate format. These professionals will show you how to create projections and assumptions that are within reasonable expectations.

## Access to Mentor Expertise

Heartland Angels is a diverse and knowledgeable group of investors with years of business and professional experience. We are doctors, professors, business owners, and independent entrepreneurs. Many members of our group sit on boards of directors of companies, including original start-ups that initially came to us. Once a presentation is made, members are available to advise the fledgling companies and assist in their growth and success.

*We look forward to evaluating your team and its idea, and we appreciate your giving us the opportunity to help you present in a clear and effective manner.*