



# How to **Better Prepare** for Your Investor Meeting

Use this checklist to ensure the best possible meeting outcomes.



Once you've created a strong targeting strategy for new investors, you have to convince them why they should invest in your company. There are a couple key elements that you can prepare to make sure you have the most successful investor meetings.

According to a recent Buy-Side survey conducted by Irwin, **89.5% of buy-side investors think that issuers do not do enough due-diligence in understanding who they are or what they're looking for before meeting with them.**

Before you enter a meeting to pitch your company, you need to be mindful of how you can cater your pitch and better align with the investment philosophy of their company.

Here are some key things you should prepare in advance of your investor meetings:

- Work with your management team to understand more about what kind of shareholders they'd like to have to ensure you're meeting with the right types of investors.
- Read about the firm and their strategy, more specifically to answer the following questions:
  - What are the firm's mandates? What style of investor are they?
  - What are their objectives?
  - What is their AUM?
  - What do their holdings look like? Do they invest in your sector or sub-sector? In your geography? In your peers?
  - What's their turnover like?

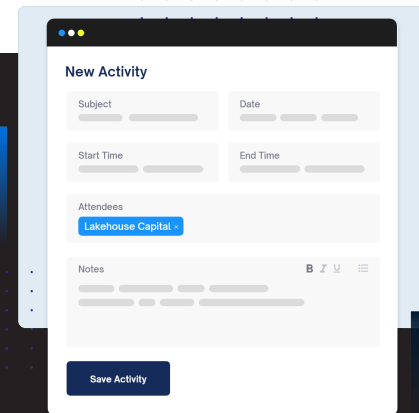
*Tip: This can tell you what information to include in your presentation, for example, if they are a small-cap event-driven fund they likely care a lot more about your catalysts, current capital requirements, or the implications of a pending transaction VS a long-only asset manager might care much more about the big picture development of your business over the next 2-3 years)*

- Ensure your management team who is meeting with the firm have proper background information on the firm and time to prepare.
- Refine your company pitch, and ensure it's modified for who you're meeting with.
- Ensure that your presentation is organized, has visual appeal, and includes the following key information:
  - What differentiates your business
  - Your company story

- Where you're positioned in relation to your competitors
- Showcase your management's experience and credibility
- Shareholder value metrics: projected returns, projected cash flows, projected growth, cost of capital
- Your growth story and strategy
- Forward-looking industry growth
- Any relevant analyst reports or press clippings

## The Irwin Solution

Smart investor targeting, the most comprehensive shareholder monitoring, the ability to manage all of your investor relations activity, and access to research, estimates, and transcripts. Irwin gives you all the tools you need to execute a winning IR strategy. **The result?** More efficient IR teams, more investor meetings, lower cost of capital, and investor engagements that actually work to grow your business.



The image shows a screenshot of a web application interface titled "New Activity". The form includes several input fields: "Subject", "Date", "Start Time", and "End Time". Below these is an "Attendees" section with a dropdown menu currently showing "Lakehouse Capital". There is also a "Notes" section with a text area and a rich text editor toolbar containing icons for bold (B), italic (I), underline (U), and a list icon. At the bottom of the form is a blue "Save Activity" button. The interface is presented as if on a tablet or laptop screen, with a grid of dots above it suggesting a multi-device view.

**Interested in learning how Irwin can help your company?**

Schedule a demo with one of our Irwin representatives to see how you can enable your IR team.

[Request a demo >](#)