



# Nicole Denholder's TOP TIPS

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## GO FOR IT

It may not always work out but seek feedback. You're learning, growing and walking away stronger.



## DON'T GET INTIMIDATED

Remember why you started your business and why you can make this happen. Maintain that focus and confidence when pitching.



## EXPLORE YOUR FUNDING OPTIONS

Whether it's an equity investment or a branding opportunity, be ahead of the game.



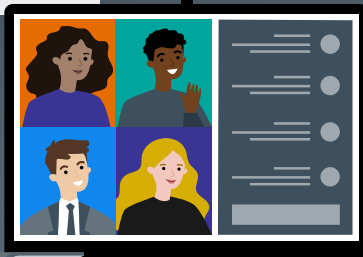
## KNOW YOUR NUMBERS AND OPPORTUNITY

Tell investors why you and your business are the ones to back.



## AVOID THE NEGATIVES

Your answers should be promotional and positive-gain oriented.



HSBC  
Private Banking