

Checklist: Adding value to your startup pitch with sustainability

Sustainability is becoming a valuable addition to startup pitches, with the rise of impact investing and eco-conscious consumers. Truly innovative startups are the ones that can demonstrate their commitment to sustainability, so here's how to perfect your pitch and stand out from the other businesses seeking investment.

Choose your sustainable initiatives wisely

- Identify sustainable practices which are relevant to your business and sector
- Find out which initiatives your target audience care about the most
- Research impact investors to learn what they're looking for in your industry
- Run a pilot programme for each new initiative
- Implement new practices one at a time to make sure they're properly embedded

Build sustainability into your brand

- Consider making sustainability a core brand value, or including it as a pillar of your mission statement
- Explore ways to feature sustainability in your marketing, taking inspiration from other businesses
- Be honest with your messaging. Customers are acutely aware of environmental issues so authenticity is essential
- Look into third-party accreditation, such as becoming a certified B Corp

Make your pitch stronger

- Include evidence, or genuine projections, of the social or environmental impact of your initiatives
- Reference sustainable customer trends to project future opportunities and demand
- Demonstrate how sustainability makes your business more efficient, and will generate stronger returns
- Discuss your compliance with regulations to show your resilience to industry changes
- Share future improvements you want to make to highlight your long-term thinking