

A First-Timer's View of Invest-a-Pitch

It seemed like a bit of a strange assignment. David Wilkinson, Co-Founder of The Hemp Business Advisors asked me to come to Invest-a-Pitch for the Hemp Industry and take a few notes. It didn't matter that I had very little experience in the Hemp industry (ok, none). He said, what mattered was my "fresh eyes"... My openness to something unfamiliar... And my ability to speak truthfully about what I witnessed that day.

So, I said yes. And eye-opening it was indeed.

Invest-a-Pitch for the Hemp Industry is a pitching event, but far from a typical one. This event hardly resembled the "Shark Tank" experience I was expecting. Instead, it was kind – but still firm. Competitive – but still safe. A unique blend of financial significance thanks to potential million-dollar investments, and a collaborative environment emphasizing improvement over perfection.

I had never seen anything like it.

And the more I watched, the more intrigued I became. Invest-a-Pitch is a bit like speed-dating – but instead of witty banter in hopes of securing your phone number, the Pitchers receive immediate feedback from a Coach, Mentor or Investor (CMI), offering tips to help them improve their next pitch. The trick is – you have no idea who's sitting across the table from you. Is this person an expert in my field? Do they have the exact solution I need to advance my business? Might they have ten million dollars burning in their pocket, ready to offer me on the spot?

One by one, each Pitcher moves clockwise around a large, square-shaped pattern, presenting their pitch for financial investment to the unknown person across the table, who then offers their ideas for potential improvement.

Only after the event is over, do you learn the occupations (and the professional possibilities) of those sitting across from you. And that's actually where the fun begins.



Through additional trainings (once again designed for improvement), the Pitchers get the chance to mingle and learn from those they just pitched, discovering how they might have an even better chance at gaining the funding they desire. Plus, there's lunch – which offers a completely different dynamic of conversational, table-side learning. And interestingly, as the event wrapped up and officially concluded, I'm not sure anyone was ready to leave. Whether consciously or unconsciously, the participants seemed to recognize the weight of the room. How this was a collection of all the right people who had the potential to massively transform their company – and very few people walked out the door without exchanging business cards, scheduling appointments, or arranging phone calls with their newly acquired Hemp-friends.

In summary, Invest-a-Pitch for the Hemp Industry offers an impenetrable bubble of pitching-safety with all the benefits of true funding potential. Well-organized and professionally conducted, the expertise and knowledge within the room was palpable. Even the Coaches, Mentors and Investors marveled at what they have just experienced.

Personally, I tend to believe the right people, in the right room, with the potential to radically alter the trajectory of a well-run Hemp business, HAS to return dividends to those who attend. Which means, for those brave enough to sign up for the next Invest-a-Pitch event be forewarned. Not only will it sharpen your current communication skills, you'll also potentially meet solid business owners on the cusp of something significant. It's a compelling combination of major players in the Hemp industry looking for others who are audacious enough to rise up and change the world through Hemp.

And if you think you're ready, then by all means, go. And remember – no speed-dating sharks allowed.

Authored by Sandi Mericle, casual Invest-a-Pitch observer and Hemp Newbie

*To learn more or participate in the next Invest-a-Pitch for the Hemp Industry, contact
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