



Company Name

Tag line

(Presenter's name)

Phone #

Email



The Unmet Need

- Problem
- Customer (who pays you)
- User (if not customer)
- The problem/need must be compelling!



The Solution

- Overview
- No acronyms
- No tech terms!
- Assume audience-knowledge of middle school students



Competition

Your
Product

Competitor
1

Competitor
2

Competitor
3

Benefit 1



Benefit 2



Benefit 3





Your Sustainable Advantage

- Patents?
- Trade secrets?
- Key partnerships?
- Design expertise?
- Team strengths?
- Distribution partners?
- Key customer relationships?
- Location?



Revenue Model

- How do you make money?
- What are your (financial) margins?



The Market

- Who is your customer?
- Market size (in \$)
- Segments; initial focus
- Follow-on opportunities



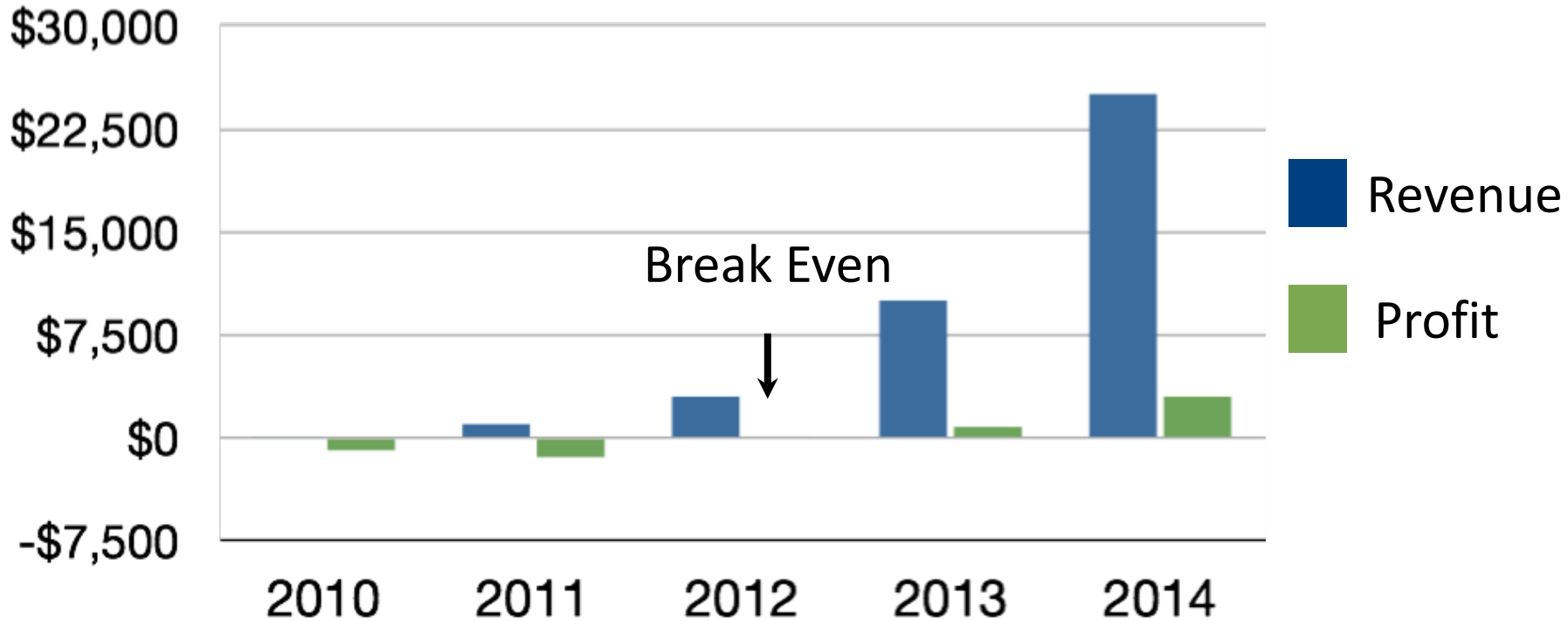
Go To Market Plan

- Marketing: How will you generate awareness/leads?
- Selling:
 - How will you sell
 - Length of sales cycle
 - Customer acquisition cost



Forecast

\$ in 000



Units	10	100	300	1000	2500
Head count	10	15	25	30	80



Accomplishments

- Key accomplishments to date:
 - Market validation accomplishments
 - Product/prototype development headway
 - Customer feedback; letters of intent
 - Partnerships developed
 - Early revenue



Management Team

- Background and qualifications of each team member (briefly!)



Funding to-date

- Founder funds invested
- Friends and family
- Investor funds



Exit Strategy

- Exit strategy: how will investors get a return?
 - Repayment with interest?
 - IPO?
 - Acquisition? (most common option!)
 - Name 3 potential acquirers
 - Why them?
 - When will they buy?
 - Typical valuations in your market?



The Ask

- What funding are you seeking?
- What will you accomplish with those funds, over what time period?
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