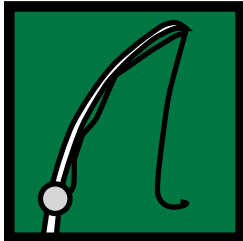
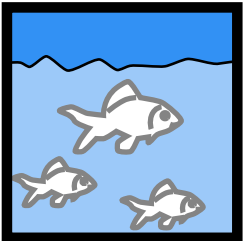


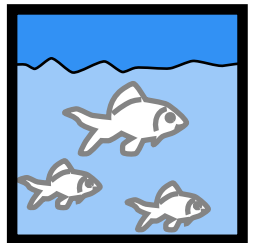
Pitchdeck

Guiding Questions for Startup Pitches



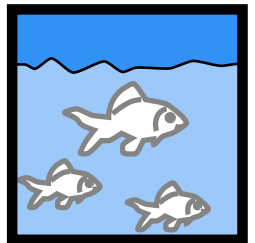
Define Opportunity

- What problem is it solving (need)
- Whose problem is it (customers)
- Why is it a problem
- How is it being solved now (indirect and direct competitors)



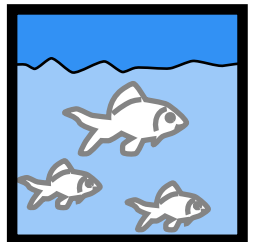
Size of the Opportunity

- Market size from bottom up
- What has industry growth been?
- What do comparable public companies look like



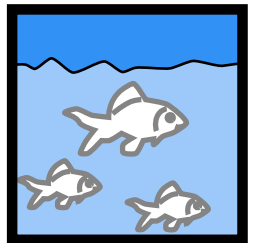
Key Customer Groups

- Applications
- Who have you already sold to
- Who do you hope to sell to



Direct and Indirect Competition

- Both types of competitors
- Pricing



Differentiation and IP

- What is the gap
- How is this company solving the problem differently
- Unique value proposition



Proof of Concept

- Do you have a prototype? Have you been able to produce what you say you can?
- Is your current product your optimal product?



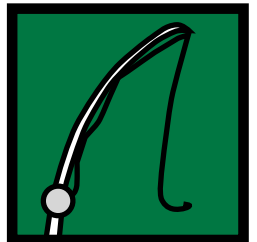
Product-Market Fit

- Are you making what the market loves – how well are you taking advantage of the opportunity you described previously?
- Do you have any revenue?
- Do you have repeat sales



Business Model

- Is the company profitable? How profitable?
How does it make money?
- Is the company scalable?



Management Team

- Does the management team possess the knowledge, skills, and abilities to mitigate risks and secure the opportunity?



Financing

- Is there sufficient cash flow to sustain operations? Is there a plan to bridge each phase of financing?
- Do proformas correlate to the rest of the story the company is telling?
- Are financial projections feasible?



Investment Climate

- Is it exitable? IPO or acquisition?
- What are your terms? Has part of the capital already been raised? How did you arrive at the pre-money valuation of the company?
- What large public companies are in this space and could offer strategic partnerships? Are you working with them?
- What instrument is being offered? (e.g., convertible preferred stock, common stock convertible promissory notes)

