



Name, Title

Tel:

Email:



Opportunity Summary

- ✓ Nail down very clearly your pitch. Must be short and to the point.
 - This is your key points of your elevator pitch. You have 20 seconds to hook them.
 - This may be the only slide they will read before they decide to Go or No/Go your opportunity.
 - Summarize who you are; what you do; why you are unique; what do you want.



Problem Statement

- ✓ What pain point are you hitting with your target market?
 - How big is the problem = Market size (Bottom-up & Top-down).
 - NOT MARKET RESEARCH “BS”.
 - Highlight specific customers who told you the pain.



Management and Advisory Team

- ✔ Who are the key team members?
- ✔ What are their backgrounds?
- ✔ Why will this team win?
- ✔ Where will you need to hire?
- ✔ How will this team solve the Problem?



Solutions

- ✓ How are you going to address the pain point in your target market?
 - What is the economic impact?
 - Detail products and benefits.
 - Add a slide or two to show the architecture and where it fits. Don't go over-board with technical crap.



Products and Technologies

- ▼ Do you have a technology edge? Detail it.
 - Do you have patents?
 - No one gets funded on a execution strategy alone.



Customers

- ▼ Who is interested?
- ▼ What is their application?
- ▼ Why do they want to use your solution?
- ▼ How big is their opportunity?
- ▼ When will they deploy?



Market Focus and Size

- ✔ How will you win in the market?
- ✔ How will you sell the products?
- ✔ What is the opportunity?
- ✔ What is your Go-to-Market strategy?



Business Model

- ▼ How are you planning to make money?
 - Show the high level financials to the money making.
 - Example: $\text{Rev./Sales} - \text{Cost of Sales} = \text{Profit}$.
 - Have detailed handouts for financials in your briefcase.



Competition and Advantage

- ✓ List your top 3 competitors and highlight your advantages and how you will win.
 - If you say NONE, you are showing you have not done your homework. No one will believe you.
 - Best to put in a table format.
 - Move the goal post on your competition. This means change the ground rules. Show your knowledge.



Funding Needs and Use of Funds

- ✔ How much money do you need?
- ✔ Detailed timeline for key events/milestones (Graph format).
- ✔ Where are additional funds required for a set of future events!
 - Use the timeline to show this.



Summary

- ▼ What do you do?
- ▼ Why are you different?
- ▼ Why should someone invest?
- ▼ What is the deal?

