

July, 2019

## Outline for Your Business Pitch Deck or Write-up

1. **Team and Management.** Please describe the team that you have assembled to build the business: experience in the business area you are attacking, expertise in the technology you are developing and/or implementing, general experience with building a business (area) from scratch, education, connections, etc. Include the names of important, closely involved advisors (more than 4 hours per month) and/or members of the board of directors.

2. **Problem Statement.** What problem are you solving, and why? Why is it important, and how many lives does it affect? Who are the people/organizations that are most affected by the problem? Why is this problem relevant right now or in the near future?

3. **Technology.** Describe the technology in detail sufficient to understand from an investor perspective: context of the technology, comparison to existing technologies, "how it works", for example in a block diagram form, etc. Provide an explanation on why this technology is unique and potentially disruptive.

4. **Product Solution(s).** Describe the product(s) being designed and built around the technology. How does the solution uniquely target the problem described above? Provide one or more graphic depictions of the product solution(s). What are the major functions of the product(s)? What are the major features and benefits of the product(s)? Do you have one or more prototypes of your product(s)? If so, please provide a picture of the prototype(s).

-- if you have a "product roadmap" (i.e. a schedule or pert chart) please provide that, showing where you are on the roadmap

5. **Customer Description and Value Proposition.** Given the major problem that you are solving, describe the "target customer" in terms of their demographic and psychographic profile, i.e. who are you selling to, how old are they, how do they make buying decisions, how well do you know them? What are the particular "wants and needs" of the customer that apply to the problem and will add value to your solution? Describe exactly how the solution addresses these and provides the unique value. Describe how you quantify the value to the customer, e.g. saves time, saves money, helps them to make money, alleviates pain, etc. You should be able to quantify this in a way that is easily comparable to existing products and/or solutions, e.g. 5.5 times faster than X.

6. **Market.** Provide a qualitative (general description, location, etc.) and quantitative (customers, dollars, etc.) description of the market as best you currently understand it. Provide a reference as to how you derived this description, e.g. market survey, market research report, Google search, etc.



7. **Competition.** Please provide a list of competitors, or competing technologies, in the defined market and compare/contrast your approach to the competition based on the major functions and most importantly the parameters that you feel are most valuable about your solution. This is often presented in the form of a table.

8. **Financials.** Provide information on how much money has been raised so far (dilutive funding), how much grant money has been awarded so far (non-dilutive funding) and the total value of all work done to date (contracts, product sales, etc.). Provide an estimate of the business development "pipeline," i.e. how much money can the business possibly earn in the next 12 - 18 months based on business development done to date (do not include guesses or hopes, just actual dollars based on discussions with customers and the probability of that work being awarded).

9. **Ask.** How much money are you looking to raise? What will the money be used for? What are your desired terms, i.e. convertible note vs. priced equity, stock price or value cap, minimum investment, etc. If you don't have this information ready, or you prefer to leave this until later, that's fine...