



PITCH TIPS

Clearly and concisely communicating your vision starts with the right content (and lots of practice). Here are the main items we're looking for during a pitch:

COMPANY 1-LINER

One of our recent favorites: "We get stem cells from fat". You immediately understand the focus.

PROBLEM

Tell us the story about what's broken, why it matters, and who cares.

SOLUTION

How are you going to fix the problem and why is right now the right time for your solution?

MARKET

How many people and/or companies does your solution apply to? Who are they? Is this replacement spend or new spend?

PRODUCT

Double click on your solution and get into the details of your product and development timeline.

TEAM

Why are you the right team to bring this solution to fruition?

COMPETITIVE LANDSCAPE

Who else is tackling this problem, what is their approach/product, and how are you different?

BUSINESS MECHANICS

Let's get into the nuts and bolts of how this is going to be a profitable business: revenue model, current and expected margins, sales and distribution model, contract sizes, current pipeline, etc.

FINANCES

Tell us your financial history and tie it to what you've been able to accomplish to date. How much are you asking for in this round? Why? What milestones will you be able to accomplish?
