

Things to Think About While Preparing Your Pitch

This list includes important points that may be covered in your pitch. Use this guide as a starting point.

1. **Contact Information** – make sure interested parties know who you are and how to reach you
2. **Customer and Problem Solved** – who you are, what problem needs your solution
3. **Market Size** – what is the environment, how big are the target markets
4. **Your Solution (product)** – how does your product solve the customer problem
5. **Product Differentiator** – what is new and/or unique about the product
6. **Revenue Model** – who pays, how much, when, and for what value/return
7. **Market Strategy** – a plan to reach, attract, and retain your customers
8. **Competition and Entry Barriers** – who is threatening your business/market and how, what are the differentiating factors, why you will win over the competition, how will you discourage new competition
9. **Milestones** – what are your milestones in the near future, what is the target date to achieve the milestones, and how much money do you need to reach each milestone? What milestones have you accomplished already?
10. **Management Team** – highlight management staff as a team
11. **Financial Overview** – project top revenues for the next 3-5 years
12. **Capital Plan and Use of Funds** – explain past investments, current needs, and the primary use of funds