Pitch Documents Criteria

1. The Elevator Pitch
   - Who you are?
   - What market are you in?
   - What is the size of the opportunity?
   - Why will you win?

Can your entire business premise be distilled into an efficient statement(s) that will make the listener/reader “want more”? Can you make the “20 second pitch” compelling enough to make “the cut” with a screening committee? Can you use the word “first” or “only” in your pitch? Can every person in your organization deliver the pitch with passion?

2. Executive Summary
   - Overview
     - A paragraph or two extending the “20 second pitch”
   - The Market & Opportunity
     - Size of the opportunity & growth rate
     - Target Market
   - Target Market & Strategy
     - Explicit Problem
     - Your Solution
     - Proprietary or Strategic Advantage
     - Strategic Plan Overview
   - Management Team – Alliances - Partnerships
   - Exit Strategy
   - Financial Projections
   - Funding Requirements – Use of Funds

The purpose of the Summary is to give the reader a few crisp, key pages to better understand the opportunity and why YOU are going to win. The goal - to beat the “cut”, prevent objections, and “sell” the next step/opportunity - a 45 minute face-to-face pitch with your PPT presentation.
3. PowerPoint Presentation

- 8 to 14 pages
- Stand-alone template to accompany the Executive Summary

*The PPT should be created as a visual template to augment a 15-minute, face-to-face overview presentation. It should NOT be a document for your audience to “read” – that’s what the Executive Summary and Business Plan are for! Keep it short – hit the highlights – practice the presentation with PASSION!*

4. Business Plan

- Executive Overview
- The Company
- Management Team
- Market Overview
- Target Market Opportunity
- Product/Service – Proprietary, Sustainable Advantage
- Competitive Analysis – Barriers to Entry
- Operating Plan
- “Go to Market” (Sales) Strategy
- Detailed Revenue Projections w/ Key Assumptions
  - Monthly statements year 1 – quarterly year 2 & 3
- Milestones
- “Path to Profitability” Projections
- Funding Requirements and Use of Funds
- Capitalization Table
  - Shareholders - % ownership per class - total # shares fully diluted - anticipated offerings - option pool, etc.
- Exit Strategy

*Venture firms seldom read Business Plans during initial due-diligence. However, it is “assumed” that the information exists for review when and if your plan makes the first pass. Normally, you get one shot…make sure the information and assumptions have been clearly outlined in the Business Plan.*