

<i>Item</i>	<i>Comment</i>	<i>No of slides</i>
<b>1. The Problem</b>	<p>What is the problem in the world you seek to address? What is the basic <i>need</i> that people have that your product or service will fulfill? Make sure you are a problem seeking a solution instead of a solution seeking a problem.</p> <p>What is keeping them up at night?</p>	1
<b>2. Market Size</b>	Express the problem in quantified terms. How big is it?	1
<b>3. Your Solution</b>	<p>Describe how your solution addresses <i>the problem as described above</i>. Don't just describe your product or service. Do that, but make sure you make clear how that product or service applies to the problem or need you've described.</p> <p>How much will they pay you to have a good night's sleep?</p>	1 or 2
<b>4. Your Advantage</b>	<p>Describe your competitive advantage ... how your product or service is better, faster or cheaper, etc. What is defensible?</p> <p>This will bridge from the value proposition described above to the competitive landscape discussed next.</p>	1
<b>5. Competitive Landscape</b>	Describe the other players who are attempting to address the problem described, either as direct competitors or as one offering a substitute product. As you outline the other players, you are also sending a subliminal message that you belong in this company and should be valued accordingly. Choose wisely!	1 - use the 4 quadrant approach
<b>6. How You Win the Game aka Strategy</b>	Discuss your business model and the marketing plan. Show how your solution gets to market and how that activity returns financial results of interest to the Company.	2-3, 1 each
<b>6a.</b>	Traction. Describe your traction to date. Revenue? Customers? Know and be able to discuss your: Cost of customer acquisition, LTV (life time value), and Churn rate if relevant.	
<b>7. Your Team</b>	Management primarily. Influential people serving as Directors or Advisors. Professional service providers if appropriate	1 or 2 (split mgt and board slides if necessary)
<b>8. Your Need</b>	Ask for the amount of money you are trying to raise. Include info about how long the money will last, how it will be used, and the results or outcomes expected at the end of the period that will drive value higher.	1
<b>Summary</b>	Summarize in three points why the investment is compelling.	1