

# NEF Investor Pitch - Questions To Answer

## Presenter Worksheet

Slide No.	Slide	Investor Question(s)	Seeks to:	Presenter Answers to Investor Questions
1	Title Slide	Who are you?	Provide contact information for presenter and company. Show logo/tagline.	
2	The "Hook"	WHY SHOULD I LISTEN?	Grab listener's attention in 30 seconds! Help investor understand the pain(s) your customers experience.	
3	The Problem	What is the BIG PAIN that exists without your solution, and IS IT STRONG ENOUGH TO DRIVE CUSTOMERS TO PURCHASE?	Succinctly define the root cause of the pain you are solving, its magnitude, dimensions, and adverse effects.	
4	The Solution	WHAT DO YOU DO THAT OTHERS DON'T? What is your FIX that will REDUCE THE PAIN and that USERS WILL PAY FOR?	Briefly describe how your Unique Value Proposition (UVP) (solution) solves the problem you address.	
5	Technology / Intellectual Property	Prove to me that YOUR SOLUTION WORKS!	With minimal jargon, give investors a snap shot of how your solution works, plus any Intellectual Property that will keep others from duplicating your technology/service.	
6	Competition	WHY DOES NO ONE ELSE DO THIS, and WHAT WILL KEEP OTHERS FROM DOING THIS or something better?	Compare and contrast how your product benefits stack up against current competitors and status quo.	
7	Market / Market Size	HOW BIG IS THE MARKET for your solution?	Define your markets, annual growth rate and estimate it's size in dollars.	
8	Business / Revenue Model	Tell me how you will MAKE MONEY, and prove to me that CUSTOMERS ARE WILLING TO PAY WHAT YOU PLAN TO CHARGE.	Explain how and what you need to monetize (make money from) your value proposition.	

Slide No.	Slide	Investor Question(s)	Seeks to:	Presenter Answers to Investor Questions
9	Go-To-Market	Tell me how you will FIND, CONTACT, AND SELL to potential customers.	How will you sell your first 10, next 100, and next 1000 units/customers.	
10	Traction / Milestones	WHAT HAVE YOU DONE SO FAR (and what do you plan to do) that proves you can economically reach potential customers and that they are willing to pay your price for your solution?	Show what milestones must be met to achieve next valuation inflection point and when you will reach it using current raise	
11	Management Team	Prove to me that YOUR TEAM CAN DELIVER on both the solution and business plans.	Spotlight team members' skills, identifying what skills you are missing to reach your milestones and the role of your Advisory Board to fill team gaps.	
12	5 Yr Proforma	WHAT ARE THE ECONOMIC RESULTS (actual and projected) from your plans?	Support your entire story by showing 5 year, 8-10 line, Summary P&L from Product and Marketing plans and headcount.	
13	Funding Requirements <small>[This is sometimes called The "Ask." Because the NEF audience will include non-qualified/accredited investors, SEC rules prohibit the use of the term "Ask."]</small>	HOW MUCH INVESTMENT MONEY IS NEEDED TO DELIVER SUCCESS?	Show details of your financial needs (based upon your Proforma) to address cash deficits in order to reach your next valuation inflection point.	
14	The Exit	HOW AND WHEN DO YOU PLAN TO GIVE ME MY MONEY BACK WITH A 10X RETURN?	Potential acquirers, IPO, etc. with support for timing and amount.	
15	Closing Slide (with Contact Information)	HOW CAN I GET IN TOUCH WITH YOU TO LEARN MORE?	Provide contact information for presenter and company. [Re>Show logo/tagline. Leave displayed for Q&A.	