

## New Enterprise Forum 10 Minute Pitch and Investor Questions

### Presenter's Worksheet

The purpose of this document is to provide a quick guide to the slide sequence and objectives to support a 10 minute introductory investor pitch presentation. It is an exercise designed to help the entrepreneur develop key pitch messages and elements of the story, prior to developing the actual visual and oral presentation, in a format that investors are familiar with and can understand. It aims to simplify the message by bringing key relevant business information about the opportunity and the company's leadership, and invite discussions through questions and answers. Try to provide succinct answers for each slide, ideally one or a very few short sentences as you are trying to develop the main message / take away for each of the slide. For further details on the NEF 10 minutes pitch, please refer to <https://jottful-images.s3.amazonaws.com/613/nef-investor-pitch-outline.pdf>

Slide No.	Slide Name and Order	Investor Question(s)	Seeks to:	Presenter's Answers
1	Title Slide	Who are you?	If introduced by someone else, the presenter should move to slide #2, if not, they should very briefly introduce themselves and the company but quickly move to slide #2. Provide contact information for presenter and company on the slide. Show logo/tagline.	
2	The "Hook"	WHY SHOULD I LISTEN?	Grab listener's attention in 30 seconds! Help investor understand that you have identified an important problem or market gap and the pain(s) your target customers experience. The Hook can take many forms: a personal story, a customer story or a dramatic representation of the key problem (image and script).	
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 your target customers experience (its magnitude, dimensions, and adverse effects). Stay away from generality and focus on the customer.	
4	The Solution	WHAT DO YOU DO THAT OTHERS DO NOT? What is your FIX that will REDUCE THE PAIN and that USERS WILL PAY FOR?	Briefly describe how your Unique Value Proposition (UVP) (i.e. the solution) solves the problem you put forth in the previous slide. What are the key reasons your target customer will buy your product. It can be useful to develop a symmetry between the unique value proposition and the problem exposed in slide #3 so that the UVP is the mirror image to the problem. i.e., the solution uniquely solves the problem. Use benefits, not features.	
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.	
6a	Traction	What have you accomplished so far? Demonstrate your venture's momentum.	If the recent traction and momentum of the startup is particularly strong (e.g., customers or funding), it is recommended to position the Traction slide as #6 slide to quickly highlight upfront the momentum of the venture and current status/stage. This strong traction can also be further highlighted by a short sentence during the introduction on Slide #1.	
6b	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 the status quo. Use the unique value proposition presented on slide #4 to compare your solution to current competitors.	
7	Market / Market Size	HOW BIG IS THE MARKET for your solution?	Define your markets, annual growth rate and estimate its size in dollars. Use a bottom-up approach to market size evaluation, as opposed to general market research numbers, which often include other adjacent products and services not applicable to your business. A bottom-up market sizing involves representing the total market by the estimated total number of potential customers multiplied by the price of your product. Please refer to <a href="https://jottful-images.s3.amazonaws.com/613/nef-market-size-estimation.pdf">https://jottful-images.s3.amazonaws.com/613/nef-market-size-estimation.pdf</a> for further details on market size estimations.	
8	Business / Revenue Model	How will you MAKE MONEY, and prove that CUSTOMERS ARE WILLING TO PAY WHAT YOU PLAN TO CHARGE.	Explain how you will monetize (make money from) your value proposition. Define the economic drivers that will shape the structure of your pro forma income statement. These will typically include sources of revenue and sales price, average deal size, average gross margin, key outsourced operations et cetera.	

Slide No.	Slide Name and Order	Investor Question(s)	Seeks to:	Presenter's Answers
9	Go-To-Market	How will FIND, CONTACT, AND SELL to potential customers.	How will you sell your first 10, next 100, and next 1000 units/customers. Define the various channels you will utilize (direct sales, distributors, OEMs, etc.), typical sales process and cycle, lead generation methodologies et cetera.	
10a	Traction (alternate position)	Tell me what you have accomplished so far and demonstrate your venture's momentum.	Briefly describe your main accomplishments in terms of product development, IP protection, regulatory clearance, initial potential customers industry contacts and discussions / relationships, non dilutive funding. The Traction slide is often represented on a timeline. If the stage of your startup is such that you have limited accomplishment to date, merge Traction with Milestones on the next slide.	
10b	Milestones	What are the key future accomplishments that will make your company (and an investor's investment) more valuable?	Show the key milestones you will accomplish with the money you plan to raise. These milestones typically impact the financial performance of the startup and represent inflection points in its value. The Milestones slide is often represented by a timeline extending at a minimum from the present and the proposed current funding raise to the next fund raising event, but preferably supporting the 5-year proforma that will be shown on Slide #12.	
11	Management Team	Prove that YOUR TEAM CAN DELIVER on both the solution and business plans.	Present your team members, spotlighting team members' skill sets and highlighting any prior startup experience. Identify what skills are missing to reach your milestones. Share the members and roles of your Advisory Board if you have one. Use an additional slide for the Board, if needed.	
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 Revenue to EBITDA. Provide details of operating expenses. The table is often associated with one key driver (e.g. number of customers at year-end, annual units shipped, etc.). Comment on the slide by showing the impact of the future milestones on the numbers.	
13	Funding Requirements (often referred to as "The Ask" when dealing with accredited investors)	HOW MUCH INVESTMENT MONEY IS NEEDED TO DELIVER SUCCESS?	Show details of your financial needs (based upon your Proforma). How do you plan to spend it and what accomplishments will you deliver with it? Information on future rounds could be relevant.	
14	The Exit	HOW AND WHEN DO YOU PLAN TO GIVE INVESTORS THEIR MONEY BACK WITH A 10X RETURN?	Briefly show the investors that there is a path to exit for your business. List potential acquirers for a business like yours. List recent deals within your industry identifying buyers, sellers, transaction dates, deal size and sales multiples (databases like PitchBook, Crunchbase, etc. might be useful for this).	
15	Closing Slide	HOW CAN INVESTORS GET IN TOUCH WITH YOU TO LEARN MORE?	Invite the audience to ask questions with a short closing message. Provide contact information for the presenter and the company on the slide. [Re]Show logo/tagline. Leave the slide displayed for Q&A.	