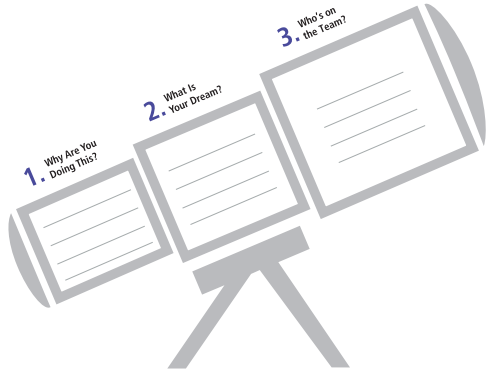


So what? who cares? why you?

Design A Winning Pitch

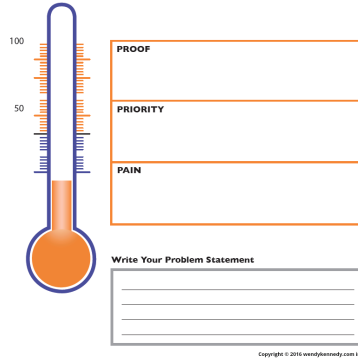
so what?

Intro Vision & Team



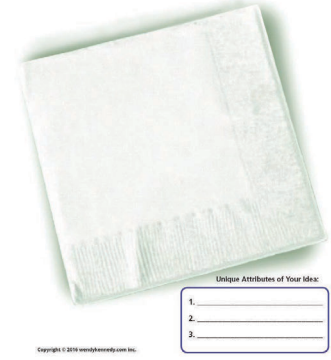
The Vision Tool

Define the Problem



The Business Problem Tool

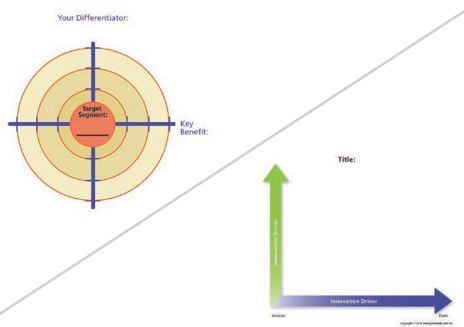
Showcase Your Solution



The Napkin Drawing Tool

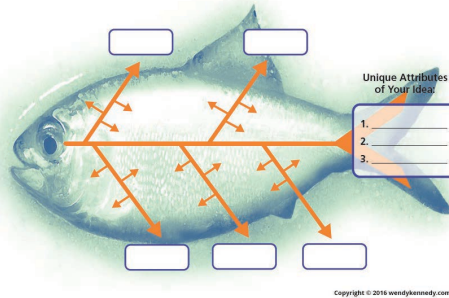
who cares?

Differentiation & Opportunity



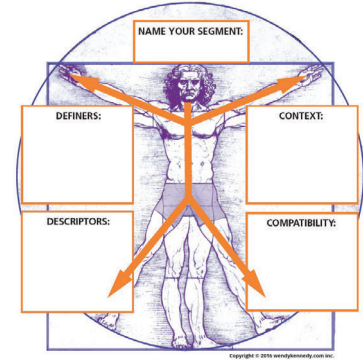
The Category Map Tool
The Competitive Radar Tool

Identify Customers



The Market Fishbone Tool

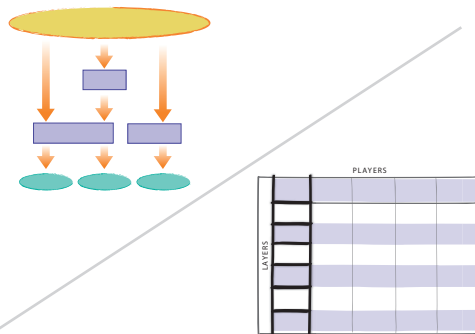
Provide Use Case(s)



The Segment Strawman Tool

why you?

Map the Path To Market



The Channels to Market Tool
The Ecosystem Ladder Tool

Show the Market Entry Plan



The Go to Market Plan Tool

Present the Financial Model

Three-year financial forecast			
(all figures in '000s)			
Item	Year 1	Year 2	Year 3
Revenue	2,250	3,100	4,250
Cost of Sales	900	1,240	1,700
Gross Profit	1,350	1,840	2,550
Sales + Marketing	420	600	800
Product Development	1,030	1,130	1,220
General and Administration	230	280	330
Total Operating Expenses	1,680	2,010	2,350
EBITDA	-330	-150	200

The Financial Forecast Tool

now what?

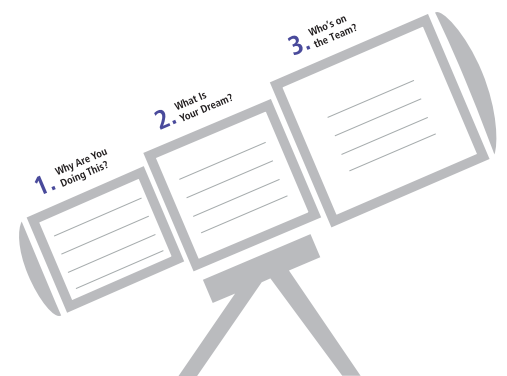
Make "The Ask"

- ✓ What Are You Asking For?
- ✓ What Will You Do With It?

Present the Highlights

- ✓ Why Are You A Great Investment?
- ✓ List the Proof Points.

Restate Your Vision



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