

Michael Downing's Pitch/ Presentation/Pitch Outline

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| <p>The Foundation</p> <p>1.</p> | <p>I. INTRODUCTION OF COMPANY AND PRODUCT(S) – you want to grab their attention from the start</p> <ul style="list-style-type: none"> • The “Engaging Promise” • brief introduction of company & history • introduce management team • depth, strengths and functional expertise of key management |
| <p>3 minutes</p> | <p>II. INDUSTRY OVERVIEW & MARKET ANALYSIS</p> <ul style="list-style-type: none"> • define the need of the marketplace for the company's product(s) (<i>THE DISEASE...</i>) • market size, growth patterns and where the product(s) fit • target market (including existing clients – any market validation?) • why product(s) will succeed in the market |
| <p>2 minutes</p> | <p>III. PRODUCT(S) DESCRIPTION</p> <ul style="list-style-type: none"> • The “Cure” for the disease, what is the encapsulated value proposition, • description of product(s) with focus on market application • ability to meet needs of the market • specific features and benefits • competitive advantages (intellectual property protection, lead time) • future product development/roadmap |
| <p>2 minutes</p> | <p>IV. MARKETING AND SALES STRATEGIES</p> <ul style="list-style-type: none"> • target market penetration strategies • promotional tools • existing/planned distribution channels |
| <p>1 minute</p> | <p>V. FINANCIAL INFORMATION</p> <ul style="list-style-type: none"> • Sales revenue and income projections, historicals • financing being sought and usage of funds, key milestones |
| <p>1 minute</p> | <p>VI. THE OPPORTUNITY FOR THE INVESTOR</p> <ul style="list-style-type: none"> • recap with emphasis on “what's in it” for the investor • exit strategies |