



Pitch Critique Template

This is what I use in my Business Week series of columns. You will need to refer to this as you make your pitch to funders. Refer to it often – I do as a venture capitalist.

Company Overview: (a few sentences describing your company's purpose/goal)

Pain: (the specific market pain you will reduce/remove)

Solution: (what your solution is to the market pain, plus high-level description of how it works)

Company Info: (location, when founded, # of employees, short bios of key team member—on staff and board of directors/advisory board if applicable)

Financial Info: (Funding history if any, total \$ sought, source of dollars sought: venture capital/angel investors/loans/grants/etc., anticipated use of funds, last year's revenue, 3 year revenue forecast, monthly burn rate, projected cash flow positive date)

Product: (short paragraph explaining the status of your product: complete and in production, in early trials, etc.)

Defensibility: (how your intellectual property or market position will be protected from competitors, how you'll mitigate risk for financiers)

Competition: (now and in the future)

Business Model: (how you'll make money and grow your business)

Key Milestones: (deals/achievements that are accelerating/will accelerate your company's growth—be specific in stating the stage these deals/achievements are at)