



PITCHES

Bonus: Elevator Pitch Template

[Your company name] is [your solution] for [your target customers/users]. We help [your customers/users] [solve this problem with these benefits].

We're initially targeting [your market]. We make our money by [your business model]. We acquire customers by [your customer acquisition strategy]. Our Lifetime Value of Customer (LTV) is [your multiple] of our Customer Acquisition Cost (CAC).

We have [your team advantage], [your technology advantage]. [Traction statement].

Bonus: Elevator Pitch Example

- Gleamr is “Uber for mobile auto details”. Our iPhone app helps consumers get an affordable, professional auto detail wherever they are, whenever they want. And we help mobile auto detailers spend less time chasing customers and more time detailing cars.
- We’re initially targeting the \$12B US market for mobile auto details. We make our money by collecting a 15% transaction fee from auto detailers. We acquire customers primarily through online marketing and we get a 5x return on our customer acquisition cost.
- We have an experienced team with deep domain expertise, patent pending technology and a first mover advantage. In our first six months we’ve signed up 1,600 detailers and 16,000 consumers. We’re making \$162K a month and doubling users and revenue every month.

Five Key Steps

Does it merit forming a startup company? Could you attract investors and what will they want to know?

- 5 Key Steps to Assess:
 - 1. IP
 - 2. Compelling need/Competitive Advantage
 - 3. Market size
 - 4. Task/timeline/budget
 - 5. UMC

Convincing Others

Opening “Title” slide (Formal company name, city, state, presenter/CEO name & *contact* info (and number all slides 5/18 or 5 of 18, for example; include company name (small type) in the footer of each slide))

- 1. Statement of the problem** (*describe the significant problem in the market place that your innovation will solve*)
- 2. Current solutions and their inadequacy** (*briefly talk about all the solutions that attempt to address the problem described in slide #1*)
- 3. The new solution** -your product- (*this is where you briefly describe how your innovation solves all the inadequacies of the present solutions you mentioned in slide#2*)

NOTE: *The first three slides are essentially your 30 second elevator pitch*

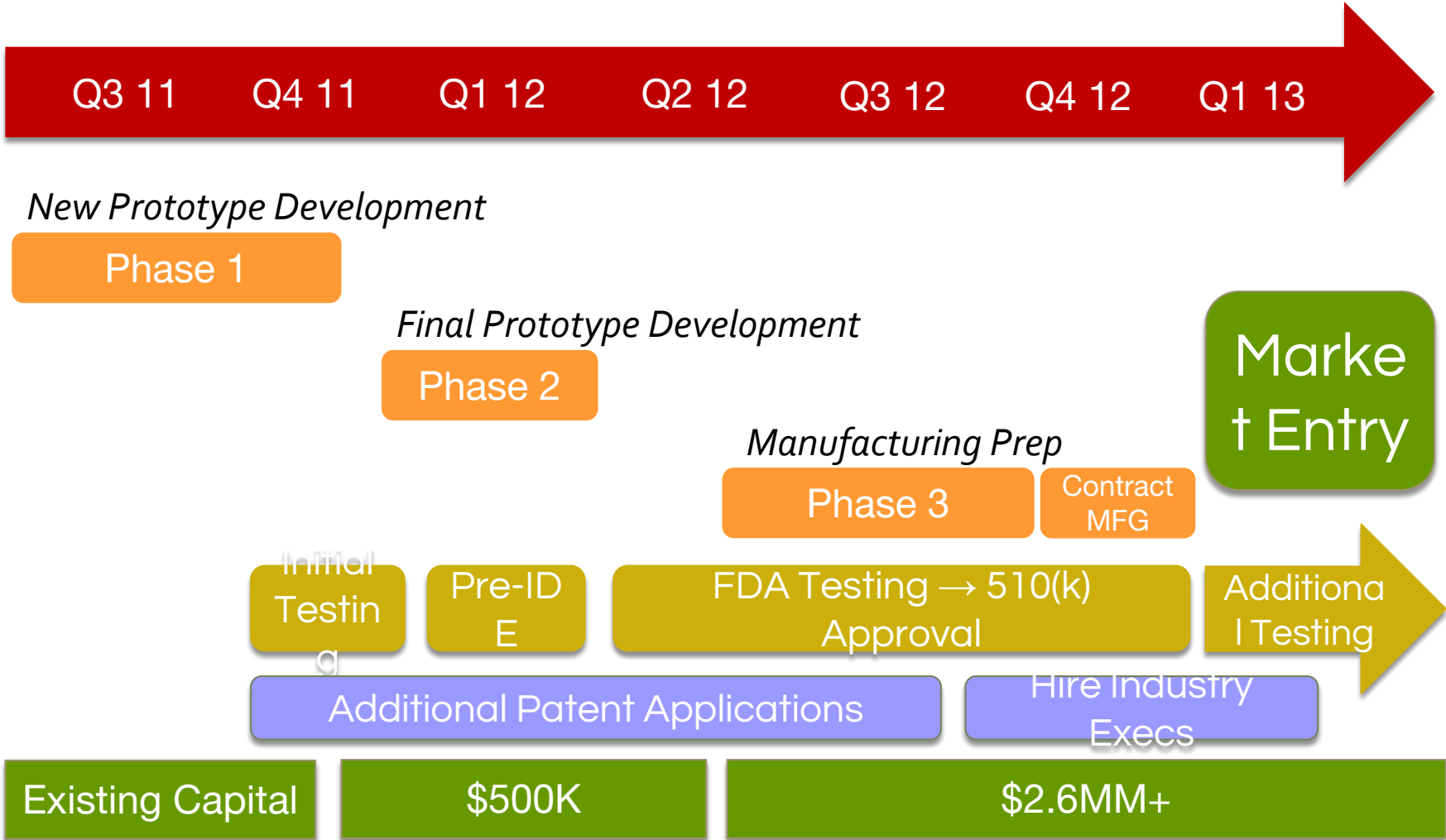
Convincing Others – Cont.

- 4. Product description** (*break down your product into its components and describe in lay terms; you can allow for 3 -4 slides to describe product, if needed*)
- 5. Market description** (*who's the buyer, how do they buy, how many buyers, what is dollar size of current market, etc.*)
- 6. Competitive matrix** (*a matrix that compares all the current solutions by features/benefits relevant to the user*)
- 7. Marketing plan + reimbursement codes** (*4 ps of marketing: price, place, product, promotion*)

Convincing Others – Cont.

8. **Timeline slide** (*showing milestones, capital required, incl. new key hires, FDA; product/marketing/market rollout*)
9. **Financial forecast** (*5 year thumbnail proforma as follows, from top line to bottom line: market share; forecasted revenues as a percentage of total market; cost of goods sold; gross margin \$\$ and %; operating expenses; operating income*)
10. **IP** (*name of law firm, date of filing, title, state, “should our patent(s) issue, we will be the only ones that can do ___, _____, _____ and _____, etc.)*)

Example Timeline



Financial Forecast

	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Market Share					
Revenue					
\$					
Units					
Cost of Goods Sold					
Gross Margin (\$)					
Gross Margin (%)					
Operating Expenses					
Net Income Before Taxes					

Convincing Others – Cont.

11. Management

12. Board of Directors

13. Scientific/Medical Advisory Boards

14. Summary of funding request and 30 second elevator pitch/competitive advantage

15. The End – “Thank you”

Pitch Summary

30-Sec Elevator Pitch

1. **Problem (“Hook”)**
2. **Current Solution**
3. **New Solution**
4. **Product Description** (in lay terms)
5. **Market Description**
6. **Competitive Matrix**
7. **Marketing Plan**(4 P’s)
8. **Timeline**
9. **Financial Forecast**
10. **IP**
11. **Management**
12. **Team, Board of Directors**
13. **Advisors**
14. **Summary of Funding Request**
15. **The End – “Thank You”**