A compelling story speaks to a unique opportunity that has managed risk

- The investment pitch – 10 slides
  - The problem
  - The solution
  - The business model
  - The team
  - The technology
  - The market
  - The competition
  - The finances
  - Current status
  - The acquirer's needs

Use proprietary relationships to borrow brand, and reduce risk

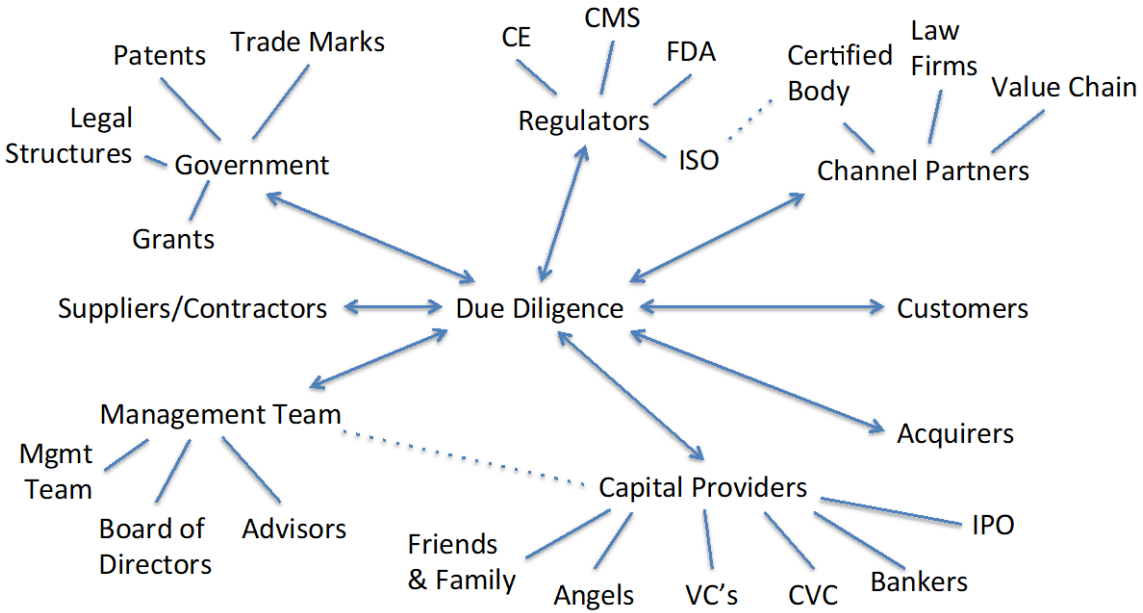

Figure 8.1 Due diligence social network