

## 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

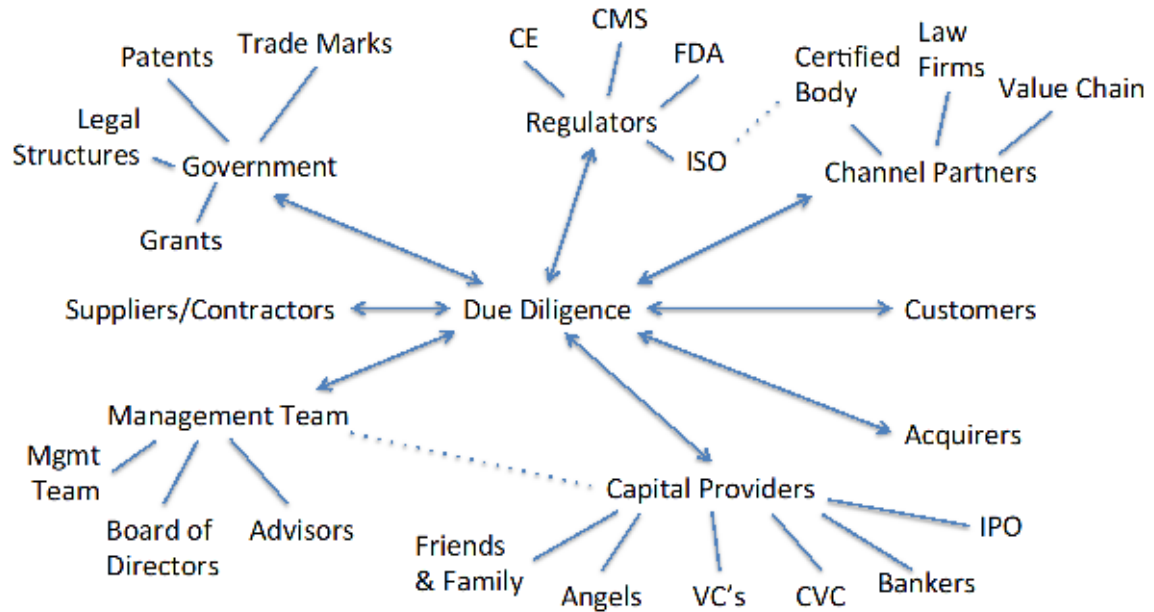


Figure 8.1 Due diligence social network