



Developing Your Investment Pitch Worksheet



**Instructions:**

* Use this worksheet as a guide to develop your investment pitch.
* Each section corresponds to a slide in the presentation.
* Answer each question or complete each task to ensure your pitch covers all essential aspects.
* This worksheet should help you organize your thoughts and ensure your pitch is comprehensive and compelling.



**Investment Pitch Worksheet**

# Section 1: The Preview or Opportunity Summary:

Write a concise summary of your investment opportunity (1-2 sentences).

* *Response:*

Highlight the key aspects of your Venture Concept.

* *Response:*

# Section 2: The Venture Concept the 30-Second Pitch:

Write a compelling 30-second pitch for your venture.

* *Response:*

Summarize past and future funding requirements.

* *Response:*

Highlight the strength and expertise of your management team.

* *Response:*

# Section 3: The Market Need

Identify the clear market needs or problems your product addresses.

* *Response:*

Describe the solution and how it addresses customer pain points.

* *Response:*

List current methods addressing this problem.

* *Response:*

Identify existing market gaps.

* *Response:*

Define your primary and secondary customer profiles.

* *Response:*

# Section 4: The Product Offering

Describe your near-term product/service offering in detail.

* *Response:*

Explain how your product differentiation or USP and its technology.

* *Response:*

Describe your intellectual property and protection strategies.

* *Response:*

Outline the current development status of your product.

* *Response:*

Provide demonstrated proof-of-concept outcomes.

* *Response:*

Discuss the long-term market potential and scalability of your product.

* *Response:*

# Section 5: The Market Opportunity

Analyze patient demographics, prevalence, and treatment methods.

* + *Response:*

Provide market size, growth rates, and trends.

* *Response:*

Identify new and untapped market demands.

* *Response:*

List external factors influencing market growth.

* *Response:*

Discuss the sustainability of your competitive advantages.

* *Response:*

# Section 6: The Competition

Provide an overview of the competitive landscape.

* *Response:*

List major companies and their product lines.

* *Response:*

Analyze competing technologies currently under development.

* *Response:*

Evaluate your company’s competitive positioning.

* *Response:*

# Section 7: The Business Model

Describe your comprehensive market strategy.

* *Response:*

Outline your manufacturing, marketing, sales, and distribution plans.

* *Response:*

Provide projected market share and revenue forecasts (1 year/5 years).

* *Response:*

Discuss your early-stage scaling and pricing strategy.

* *Response:*

Analyze your cost of goods sold (COGS).

* *Response:*

# Section 8: The Commercialization Plan

Outline your detailed commercialization plan.

* *Response:*

Describe your intellectual property strategy.

* *Response:*

Provide your rationale for market selection.

* *Response:*

Identify key drivers for product adoption.

* *Response:*

Present performance metrics and data.

* *Response:*

Discuss your reimbursement strategies.

* *Response:*

Outline your regulatory pathway and compliance plans.

* *Response:*

Describe your sales channel and pricing strategy.

* *Response:*

# Section 9: Future Milestones

List key product development milestones.

* *Response:*

Identify critical regulatory milestones.

* *Response:*

Provide planned product launch timelines.

* *Response:*

Outline your hiring plan for new positions.

* *Response:*

List any additional significant milestones.

* *Response:*

# Section 10: Team Overview

Provide an overview of your management team.

* *Response:*

List your scientific advisory board members.

* *Response:*

Describe your Board of Directors composition.

* *Response:*

Highlight the domain expertise and industry experience.

* *Response:*

Identify key skills and competencies.

* *Response:*

Mention any important relationships and networks.

* *Response:*

# Section 11: Funding Needs

Summarize funds raised to date.

* *Response:*

Describe current funding requirements and how the funds will be used.

* *Response:*

Outline future funding needs and timelines.

* *Response:*

Explain how investors will realize profit and your exit strategy.

* *Response:*

# Section 12: Opportunity Summary

Assess the fundability of your company in the venture capital community.

* *Response:*

Identify potential sources of follow-up funding.

* *Response:*

Describe your company’s strategy for securing additional funding.

* *Response:*

List key fundable milestones and how you are tracking progress.

* *Response:*