



Professional
Development
Program

Biotechnology Entrepreneurship Boot Camp

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Developing Your Investment Pitch Worksheet

Homework: Developing Your Investment Pitch (1/8)



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:* _____

Homework: Developing Your Investment Pitch (2/8)

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 your product differentiation and USP and how your technology supports this?.

- *Response:* _____

Describe your intellectual property and protection strategies.

- *Response:* _____

Homework: Developing Your Investment Pitch (3/8)

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 that are tied to your USP.

Response: _____

List external factors influencing market growth.

- *Response:* _____

Discuss the sustainability of your competitive advantages.

- *Response:* _____

Homework: Developing Your Investment Pitch (4/8)

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:* _____

Homework: Developing Your Investment Pitch (5/8)

Section 8: The Commercialization

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:* _____

Homework: Developing Your Investment Pitch (6/8)

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:* _____

Homework: Developing Your Investment Pitch (7/8)

Section 10: The Team

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:* _____

Homework: Developing Your Investment Pitch (8/8)

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:* _____

