

Hard Tech Pitch Deck Checklist

This sheet is intended to be used as a guide to ensure your pitch deck includes the information Elevate will need to make an informed decision about the status of your opportunity.

Problem	Included	Missing	N/A
What is the problem?			
How was the problem discovered?			
Who are the key stakeholders associated with this problem?			
COMMENTS			

Solution / Product	Included	Missing	N/A
What is the solution?			
Are there patents and/or other forms of intellectual property (IP)? Is the IP licensed or developed internally? If licensed, is the relationship defined and acceptable?			
Are the primary development milestones on a timeline - history, present and future?			
COMMENTS			

Solution / Product (Continued)	Included	Missing	N/A
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Hardware Subset			
What is the current development stage (TRL 1-9)?			
Is there a prototype?			
What are the initial manufacturing and production plans? Off the shelf / built in-house / custom design/build?			
Is a plan identified to manufacture and distribute hardware at scale?			
If hardware is involved, does it fit into an existing workflow or production without major interruption? Does it add or remove time from the current operation?			
Has the product been demonstrated in person or in a video, and shown to be useful in a workflow?			
Software Subset			
Is there a software solution? If so, what is the stage of development of the software? White label or custom built? Is RR achievable with this software?			
COMMENTS			

Market	Included	Missing	N/A
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What is the size of the market(s) (TAM/SAM/SOM)? Is a global market applicable? If so, what is the global TAM?			
Is there a clearly identified SOM/target customer for the initial use/indications?			
Bottom Up: What is the estimated number of companies or groups (B2B/B2C/B2G) experiencing the problem?			
COMMENTS			

Competition	Included	Missing	N/A
What are the current products on the market to solve this problem? How does the solution compare?			
What adjacent markets exist? Are they a threat or an opportunity?			
In what ways does this solution compete: cost savings, efficiency, adtl revenue for customer?			
COMMENTS			

Business Model	Included	Missing	N/A
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Hardware revenue model: Sales / Leasing / Installation fees?			
If applicable: Software revenue model: SaaS / contracts / other			
If applicable: Consumables revenue model: Contract / Demand / required or proprietary			
Revenue to date (Break out recurring, service, hardware, install, etc)			
Revenue Margins: GM/NM			
Growth Rate			
COMMENTS			

Sales and Marketing	Included	Missing	N/A
Is customer discovery work noted? What were the results and testimonies?			
How will the solution be adopted/accepted? Is there a go-to-market plan?			
Is this a B2B or B2C Go-To-Market Strategy?			
Who are the stakeholders that will influence adoption? Are there potential channel partners?			
Is a sales motion established? Founder led? Internal team? External reps?			
COMMENTS			

Team	Included	Missing	N/A
Do they have relevant technical and business expertise to run the business?			
If they have advisors, do the advisors have the right skills to grow/ scale a venture?			
Is there a team gap? Is there an explanation or plan to fill the gap?			
How are the founders committed to the venture?			
COMMENTS			
Indiana Presence, Current and planned:			

Funding Request	Included	Missing	N/A
What is this funding request? (Amount, type of instrument, terms)			
How much more money will be required to reach each subsequent milestone and ultimately to complete development?			
Who else has committed to the round or is engaged in diligence?			
What are the market comps for an acquisition or IPO?			
COMMENTS			



Top-level Fundraising	Summary of Detail
Raised to Date	
Historical Funding Round Terms, Amounts, and VC or Notable Investors in Rounds	
Current Round Commitments, Terms, and are Terms Negotiable	
Current Round Milestones	
Monthly Net Burn: Current and After Raise	
Runway in Months: Current and After Raise	
COMMENTS	