

[proprietary marking goes here]
Elevator pitch goes here

10/18/2019

What's new in your approach and why do you think it will be successful?

Who cares?

What are you trying to do? Articulate your objectives using absolutely no jargon.

If you're successful, what difference will it make?

How is it done today, and what are the limits of current practice?

What are the risks and the payoffs?

How long will it take? How much will it cost? What are the midterm and final "exams" to check for success?

| Phase | Time | Cost | Activity |
|-------|------|------|-------------------|
| | | | Invention |
| | | | Prototype |
| | | | Go-to-market |
| | | | Commercialization |

What's in it for the stakeholders? Strategic or tactical?

| Actor | T | S | Notes |
|------------|---|---|-------|
| Strategic* | | | |
| Angel | | | |
| Financial | | | |
| Workers | | | |
| Partners* | | | |
| Suppliers | | | |

How much money is needed, from whom, and when?

| | Seed | Angel | A | bridge | B | C |
|---------------|------|-------|---|--------|---|---|
| Strategic* | | | | | | |
| Angel | | | | | | |
| Financial | | | | | | |
| Founding team | | | | | | |
| Partners* | | | | | | |

*Strategic = strategic investor. Angel wants her money back, Financial wants 10x. Partners buy in with in-kind work.