GFI Pitch Deck Review Form

Company:		Date:	
Industry:		Reviewed by:	
Stage:		Capital Raise:	

Score: (1=Information missing or inadequate; 10 = Information complete and compelling)

Criteria	Description	Score	Comments
Team, Board, Advisors	Industry knowledge, unique skills, complete capabilities, leadership, key relationships, prior successes and/or failures (i.e. valuable experience).		
Target Market	Clearly defined target market? Is it large now or in the future? Stable or high growth? High priced niche?		
Problem or Need	Is the problem/need real? Is the problem/need important to the target customer? Is it a short-term fad or long-term trend?		
Solution	Better, Faster, Cheaper? Brand leverage? Quality? Efficiency? Convenience? Uniqueness? Price? Value Proposition?		
Competition vs. Competitive Advantages	Direct vs. indirect? Barriers to entry? Differentiation? Simpler alternative exists? Future obsolescence? Unfair or sustainable advantage? Patents? Partners? Key Risks?		
Revenue Model	Customers or units x $ Price? Recurring or one-time? Average Revenue per User (ARPU)? Life time value (LTV)? Ways to increase? Sales cycle? High Price vs. Volume? Channels?		

Costs (financial, time, effort)	Cost of goods sold (COGS)? Plans to improve Gross Margin? Cost of operations (both money and time)? Customer acquisition cost (CAC)? Marketing strategy? Improvements?		
Financial Forecasts	Gross and net revenue forecasts? Evidence of traction? Investment burn rate and runway? Path to profitability? Market penetration estimates and justification?		
Exit Opportunity	Built to last or built to sell? IPO or M&A? Potential Buyers? Exit multiples? Is a big enough exit possible?		
Investment Terms	Amount? Pre/Post valuations? Post valuation multiples? Other investors? Amount committed? Previous funds raised and terms? Debt?		
Strategic Value of the Investor	How can the investor help? Is the investor directly or indirectly strategic? Introductions to customers, partners, strategics, investors, employees?		

General Comments:

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