

# Presentation Guidelines

You're free to structure your presentation as you wish, but be sure to cover the key elements below. Start with a clear, simple explanation of what your product does and how users interact with it. The most effective pitches tell a compelling, customer-centered story. Don't try to cover every detail—your goal is to spark interest, encourage Q&A, and set the stage for a deeper follow-up meeting.

## 1. Problem & Customer

- ❖ Who is the customer and what is their pain/problem.

## 2. Solution & Product Overview

- ❖ Explain what the perfect solution looks like and how your product/service delivers that solution.

## 3. Market & Competition

- ❖ Market size, growth, segments.
- ❖ Current and future players.
- ❖ Why you'll outperform competitors; detail your competitive features and advantages.

## 4. Team

- ❖ Founders, key team members, advisors.
- ❖ Relevant expertise; industry backgrounds.

## 4. Go-To-Market Strategy

- ❖ How you plan to sell your product/service (direct sales force, over the web, through partners, through distributors)
- ❖ Where are these customers, how can you locate them, and bring them on board cost-effectively.
- ❖ What is customer acquisition cost (CAC)

## 6. Company Development & Key Milestones

- ❖ Where you are, where you have been, what you need to do next and the time and resources you need to get there.

- ❖ Product development.
- ❖ Customer traction.
- ❖ Key partnerships.

## 7. Risks & Challenges

- ❖ What can go wrong, and how you plan to manage it.

## 8. Financials

- ❖ Revenue model.
- ❖ Gross and net margins.
- ❖ How much time and money it will take to get to cash flow break-even.
- ❖ Growth projections (5-year projection best & worst case).

## 9. Funding Requirements

- ❖ How much you presently seek.
- ❖ What will you use it for.
- ❖ What milestones will it allow you to achieve and why your company will be more valuable when you reach each milestone.
- ❖ How much you plan to raise beyond this round.

## 10. Exit Strategy

- ❖ Likely acquirers and rationale (list of specific likely buyers).
- ❖ Comparables with valuation multiples

## ● Practice Your Delivery

### ● [Getting Your Story Straight - Pitch Deck Flow](#)

- Make sure you are comfortable [sharing your screen](#); please share only your presentation materials rather than your entire desktop.
- On Zoom, move the cursor off to the side during the share and turn off notifications.

## Important Requirements Before Meeting

- Text Jacob to share your contact number - ASAP
- Email your presentation in PDF format to [jshulman@triviumvn.com](mailto:jshulman@triviumvn.com).
- Notify Jacob of all meeting attendees (within three days of the pitch).

## Contact information for Questions/Comments/Concerns:

Email: [jshulman@triviumvn.com](mailto:jshulman@triviumvn.com)

Cell: 617-637-5401

**Thank you & we look forward to seeing you soon!**