



Tips

- Be Compelling: don't make your audience ask "why does this matter or can you give me an example?"
- Be Authentic: Don't be a politician or follow your script 100% of the time.
- When in Doubt, Stick to the Grid: When you exhaust the content in each column, stop talking.
- Stay on Track: If you get derailed, use an "exit lane" line - ex. Let me tell you what we saw in.../let me tell you how it see this

- Origin Story
- Team
- Competitive Landscape
- Product Traction/ Revenue Growth
- Monetization Model
- Competitive Moats
- Scaling Potential