

✓ Company Overview

Who are you and what do you do? What product or service do you provide?

✓ The Problem

What big problem does your company solve or what unmet need do you address? How did you identify this problem or unmet need?

✓ Market Opportunity

What is the total addressable market (TAM) and what percentage of the market do you plan to get over what period of time?

✓ Target Market

What are the target markets for this product or service and what is the opportunity for those segments?

✓ Competition

Who are your key competitors? What competitive advantages do you have over those competitors? What advantages do they have over your company?

✓ Value Proposition

What is truly unique about your solution? What's your value proposition? What makes you different?

✓ Traction

What notable traction do you have to date? Who are your notable customers and/or partners? Think annual contracts/recurring revenues as well as meaningful POC-type engagements.

✓ Revenue Model

Put simply, how do you make money? What is your revenue model? What are the unit economics?

✓ Capital Raise

Where are you in your fundraising process? Why raise now? What are the use of proceeds?

✓ Team and Talent

Who are the founder(s) and key team members, and what relevant experience do they have? Why is the team uniquely capable to execute the business plan beyond years of experience or logos from prior positions?

Additional food for thought:

You always have competitors: Even if it doesn't feel like you do, even if a company doesn't do *exactly* what you do, always remember that you do have competition to be aware of. Telling an investor you have no true competition often raises a market-awareness red flag.

Be transparent: This comes into play often when discussing traction. If you don't have notable traction, don't try to dodge around the question or embellish because investors will know. (One call doesn't equal notable traction.) And if you have a logos slide to demonstrate traction for your company, be prepared for investors to point to a specific logo and ask for more detail on that engagement. Honesty is the best policy (on all topics) when meeting with investors. Be transparent with traction to date but feel free to add additional color. How might your product roadmap or go-to-market strategy evolve and lead to more traction?