

The Critical 10

Sometimes a pitch is just a pitch. No creative. No fancy themes. No storytelling. It's all about the facts and stats and that is exactly the format that being proposed here. It's simple and straightforward, but also highly effective.

Stage 1: The Company / The Vision

Start the presentation by highlighting your vision and mission.

Stage 2: The Problem/ The Vision

Transition into discussing the item(s) that really keep folks up at night.

Stage 3: The Solution

Next, highlight how your organization truly adds something new and valuable to the marketplace.

Stage 4: The Opportunity

Set up how this can be a tremendous opportunity for investors and highlight why they shouldn't miss out.

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Stage 5: Product/Service

Support the above by revealing how your services will put money back in your investors' pockets.

Stage 6: Team

Next, showcase your team and their background and experience.

Stage 7: Revenue Model

As you get near the end, transition into how you plan to actually turn a profit.

Stage 8: Competition

Before finally closing out, you'll also want to highlight a few competitors in the marketplace.

Stage 9: Financials

And, finally you'll get into discussing all of the financials.

Stage 10: The Ask

All of the above will then lead into your big ask.