

# The Critical 10

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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

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Start the presentation by highlighting your vision and mission.

## Stage 2: The Problem/ The Vision

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

## Stage 3: The Solution

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

## Stage 4: The Opportunity

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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

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

## Stage 6: Team

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Next, showcase your team and their background and experience.

## Stage 7: Revenue Model

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

## Stage 8: Competition

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

## Stage 9: Financials

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

## Stage 10: The Ask

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