

# PITCH STRUCTURE

***PROBLEM &  
OPPORTUNITY***

***UNIQUE PRODUCT OR  
SOLUTION; THE IP;  
DEVELOPMENT ROADMAP  
(incl. regulatory if  
applicable)***

***VALUE PROPOSITION &  
POSITIONING***

***MARKET, COMPETITIVE  
ADVANTAGE & GO TO  
MARKET PLAN***

***FINANCIALS &  
ECONOMICS (MAKING  
€); KEY MILESTONES***

***TEAM & ADVISOR(S) &  
CONTACT INFORMATION***

# PROBLEM & OPPORTUNITY

Define the problem

Explain why it is worth solving

# “UNIQUE” PRODUCT OR SOLUTION

product and intellectual property position - including depiction of core technologies & its features, advantages, benefits

how does the product/solution address the problem?

Why is it a killer app?

18-24 month objectives/action plan  
(use Gantt chart)

# VALUE PROPOSITION & POSITIONING

Is it compelling?

Is it an incremental improvement or disruptive vs. the current state of the art?

What is the firm's core competency?

Value Prop guide:

**For**: target customer; **Who**: quantified statement of the problem (critical issue the customer faces), **The**: **product/service**; **Is a**: (generally understood) product/service category; **That**: quantified statement of most compelling benefits (not just features) provided to the customer; **Unlike**: competitors and competitive alternatives (state of the art), and **statement of primary differentiation** of the product/service)

# MARKET, COMPETITIVE ADVANTAGE & GO-TO-MARKET PLAN

market research & market size -  
customer targets (in terms of size, € and  
profit)

customer acquisition costs and effective  
ways to reach customer (direct and  
indirect channels of distribution)

sales & distribution (direct and/or  
indirect), promotion plan (building  
awareness, including social media if  
applicable), competition & sustainable  
competitive advantage

# FINANCIALS & ECONOMICS

Existing Investments/Investor

Grants, Customer Development

Burn Rate

Sources/Uses of Cash

Targeted Funding Sources to address  
Funding Gaps

Economics: pricing model and overall  
business model in terms of margins and  
ROI (status and prior | target milestones  
clearly presented)

# TEAM & ADVISORS

role

short 1-2 sentence bio

team described in a way that depicts key related experience; or knowledge, capability and credibility