Investor Pitch Checklist

Tax Credits: Explain financial incentives.

Live Vicariously: Make investor feel that they would become part of the team and could be involved in all of the perks. Need to identify perks.

Technical Exposure: Investor needs to understand product (have some technical background) and have previous exposure to the industry.

Team: Need to show who is committed to the team.

Results: Need to show immediate results.

External Forces: Need to understand what else is going on in investors lives so you don’t ask for money at a bad time.

Scarcity: Make the deal scarce so that investor considers the risk of losing the opportunity to another investor.

Reputation: Know who is in the investor’s inner circle.

Recognition: How will this deal help the investor gain recognition in the industry.

Market Opportunity: Show that the product can support a billion dollar market capitalization.

Relationships: Demonstrate your relationships with strategic partners.

Competitive Advantage: Show your patents, proprietary technology, etc.

Proof of Concept: Demo your product.

Growing Industry: Show that you are in an emerging industry.