

# STARTUP PITCH

Basic questions and one-line answers

Things to have in a pitch:

1. **What does your startup do?** (1-2 lines description, shouldn't be an essay)
2. **What problem are you solving?** (1-2 lines description with stats of market etc.)
3. **How big is the market?** (Usually in Billions for VC)
4. **What is the traction?** (App downloads, purchase orders, letter of intent)
5. **How will you make money?** (Ads, subscription, one-time fees, freemium model, etc.)
6. **What is your team?** (Their expertise, previous experience, etc.)
7. **Who is the competition?** (is it one or multiple)
8. **What is your unfair advantage?** (It is your technology, experience, etc.)
9. **How much money do you want to raise?**  
(Having a good idea of this is important & it depends upon above eight factors)
10. **What will you spend that money on?**  
(Marketing, development, inventory, etc.)