

Pitch Evaluation Form

Based on Guy Kawasaki's "Only 10 Slides" rule

[The Only 10 Slides You Need in Your Pitch - Guy Kawasaki](#)

Company Name: _____

Ask: _____

PROBLEM/OPPORTUNITY	Describe the pain that you're alleviating or the pleasure you're providing. The goal is to change the pulse rate of the investor.	1	2	3	4	5
VALUE PROPOSITION	Explain the value of the pain you alleviate or the value of the pleasure you provide.	1	2	3	4	5
UNDERLYING MAGIC	Describe the technology, secret sauce, or magic behind your product. The less text and the more diagrams, schematics, and flowcharts the better. If you have a prototype or demo, this is the type to transition to it. "If a picture is worth 1000 words, a prototype is worth 1000 pictures.	1	2	3	4	5
BUSINESS MODEL	Explain who has your money temporarily in their pockets and how you're going to get it into yours.	1	2	3	4	5
GO-TO-MARKET PLAN	Explain how you are going to reach your customer without breaking the bank. "Go viral," btw, is total bullshit.	1	2	3	4	5
COMPETITIVE ANALYSIS	Provide a complete view of the competitive landscape. And saying that you're "more passionate" is utterly meaningless.	1	2	3	4	5

MANAGEMENT TEAM	Describe the key members of your management team, board of directors, and board of advisors as well as your major investors. It's okay if you have less than a perfect team. If your team was perfect, you wouldn't be pitching.	1	2	3	4	5
FINANCIAL PROJECTIONS AND KEY METRICS	Provide a three-year forecast containing not only dollars but key metrics such as the number of customers and conversion rate. Do a bottom-up, not top-down, analysis. You are not going to get 1 percent of the people in China...	1	2	3	4	5
CURRENT STATUS, ACCOMPLISHMENTS TO DATE, TIMELINE, AND USE OF FUNDS	Explain the current status of your product what the next version looks like, and how you'll use the money you're trying to raise.	1	2	3	4	5

TOTAL _____

A word about liquidity: no entrepreneur knows when, how, or if she will achieve liquidity, and yet many include a slide that says, "There are two liquidity options: an IPO or acquisition." Duh, if investors ask about your exit strategy, it means they are clueless. If you answer with these two options, you have a lot in common.