



**Your company**

**Your strapline**

- **Background**

**One paragraph on who you are and how you got to this point, why you do what you do, a vision statement**

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch

- **The problem**

**What are the problems that exist for people, list the stuff that's crucial to a business, will harm a business or stop them doing business**

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch

- **The market**

How many people are potential customers (your TAM), how many are immediately potential customers (your SAM) and what market share are you aiming for in 3-5 years (SOM)

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch

- **The solution**

What's your solution (marry it to the problems) - be succinct

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch

- **The business model**

How will people pay for your “stuff” - how many revenue streams are there

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch

- **The go-to-market plan**

Who are you hitting, why are you hitting them, how much will it cost to acquire them, where will you find them, why are they interested

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch

- **The competition**

Who are they? Why are you better? Compare. What's your unfair advantage?

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch



- **The Forecast/Financials**

Where will you be in 3-5 years and what are the mechanics for hitting those figures? Remember that your investors are going to want to see a significant return for the risk. Don't publish this, but test your own assumptions by reducing your revenue figures by 33% and 66% to see what will happen (your investors will).

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch

- **The Money**

What are you using it for, how much do you need, stick to a 30 day, 90 day and 365 day plan, will it attract tax breaks, what do you want from an investor? What does the cap table look like?

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch

- **The Team**

Who are you, who's doing what, stick to relevant stuff like any previous startup experience or business ownership, exits, etc. Any stellar advisers with relevant experience? Remember that having a tech founder/co-founder really helps.

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch

- **The what next**

So this is just a slide similar to the title with your details on and how to get in touch with interest or questions

Contact [Kris@techvelocity.co.uk](mailto:Kris@techvelocity.co.uk) to get help with your pitch