



## Startup Spotlight Pitch Preparation Tips

### Crafting your 4 minute pitch with 5 slides

In your pitch, you should identify yourself, your company, your role within the company, a brief overview of what your company does and what your next milestone will be. (partnership, raise capital, etc.)

Below is an example format for your presentation, it is not required that you follow this format.

1. Cover slide with company name, presenter name and contact information
2. Intro slide with elevator pitch – Overview
3. Unique MOA action slide – Set-up
4. Compelling data slide – Proof
5. Investment opportunity slide– Key Messages and Ask

### The process = develop a SWOT

<b>Strengths</b> <ul style="list-style-type: none"><li>• Internal to your company</li><li>• Reasons to buy your stock</li><li>• Think team, IP, product efficacy, scientific expertise, etc.</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Internal to your company</li><li>• These are your use of proceeds</li><li>• Think cash, lack of industry experience, further validation required to enter clinic, etc.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• External to your company</li><li>• Reasons to invest in your space</li><li>• Think financial markets, industry trends, medical need</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• External to your company</li><li>• The first questions investors will ask.</li><li>• Think regulatory environment, competition, etc.</li></ul>

### Questions to ask yourself:

What do I want to accomplish?

Where do I see my company in 2 years?

What should I/should I not disclose?

How do I differentiate myself?



### **Presentation Tips**

Do not over-populate slides

Script out your pitch including opening and closing remarks

Memorize opening and closing remarks so you are looking at the audience

Rehearse, Rehearse, Rehearse

**Your goal is only to secure a meeting**