

The Ten Questions



Who are you?

- What makes you special?
- Why should we back your team instead of another with a similar idea?



What is the idea?

- What problem are you trying to solve?
- Why is that problem important?
- What are the concepts behind your solution?



What is the product?

- What are you actually selling to address the problem?
- What does it look like and how does it work?



Who cares?

- What is the profile of a typical user?
- What is the size of your total addressable market? How did you determine this?
- What is your target market?
- How will you gain users in this market?



Who is your competition?

- What companies are already in this space or moving into it?
- How will your competition react to you?
- What advantage do you have over your competitors?
- Why launch now?



Who pays for your device?

- How will you sell it? (Online? Retail?)
- What's your business model? (B2B? B2C?)



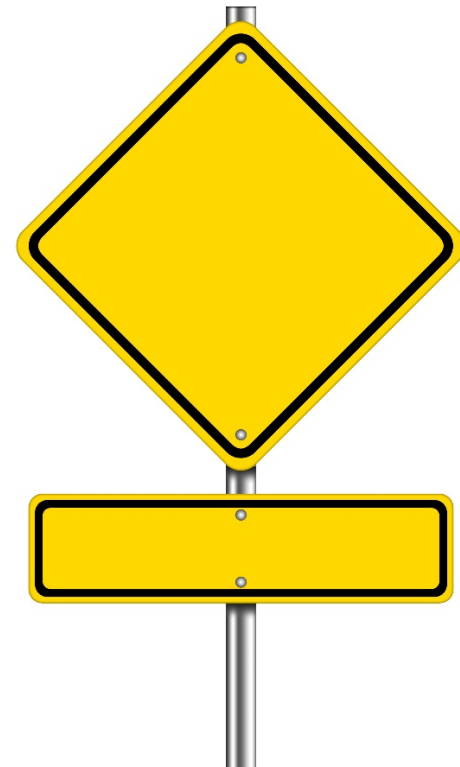
What are keys to success and risks?

- What do you have that will make you successful?
- What are the biggest risks with your product? How will you mitigate them?



What are your key milestones?

- Where will your product need to be by when in order to be successful?
- When will you have de-risked your product?



What are your financing requirements?

- How much will it cost to get off the ground?
- How much money do you think you will need to raise over time?
- Where are you planning to look for money?
- What is the total cost?



What are you missing?

- What will you need to get to make sure you are successful?
(Team members, talent, knowledge?)

