

Pitch Outline Worksheet

Identify the validations that convince investors your Investment Thesis is believable. Point to internal examples like data and metrics and milestones achieved, and external examples like similar company successes, technology shifts, and market trends.

		Slides	Investor "Must Believes"	Internal Validations	External Validations
Investment Thesis	}	Problem	You have identified a persistent and painful problem.		
	}	Solution	Your solution is tested and ready for the market, at least beyond the idea stage.		
Proving Your Thesis	}	Ideal Customer	You have discovered your ideal customer and understand why your product meets their needs.		
		Market Size	The market size of those ideal customers is big.		
		Customer Acquisition	You can cost effectively reach those ideal customers.		
		Business Model	You have paying customers or solid user uptake, and your model is scalable.		
		Competition	You have identified your competitors and developed competitive advantages.		
Team	You and your team can execute.				
Financials	You have built a financial model and understand your funding needs and uses.				