

# Venture Funding Assessment Sheet

Date: / / 2005

Company:

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Presentation Topics	Eval 1 - 6	Process – Write <u>one</u> outstanding feature in each of the topics. Evaluate each 1 – 6 (strong). Average Score must => 5 to get funded
* <b>Intro</b> – simple company slide What do you do? Your 30 sec. pitch. Top 3 items of value to the investor		
<b>Product</b> or Service description		
<b>The Problem</b> - Need and/or Pain Is it a vitamin or a pain killer, how do you solve the pain?		
<b>The Market, Size and Opportunity</b> General and specific		
<b>Target Customer</b> General and specific, low fruit		
<b>Competition/ Strength</b> How Different? How to beat them?		
<b>Sustainable Advantages</b> IP, Strategic Relationships,		
<b>Sales/Marketing Plan</b> How do you to get 1 <sup>st</sup> customer		
<b>Revenue Model</b> – how you make \$ How big can you get?		
<b>Financials</b> – keep it very simple 1 – 5 yr Sales, Gross Margin		
<b>Current Business Status</b> Investment to date, Product status Revenue		
<b>** Management Team,</b> Advisors, Board Members, why each is important to the opportunity		
<b>Funding Required</b> - Use, Timing Add Exit strategy and Valuation if appropriate		
<b>Closing Remarks</b> – your 30 sec pitch again 3 top items of value to investor Call to action, ask for next meeting		
** Move management team up to top if very strong,		* <b>Notes</b> – Slides, 5 lines – 5 words max, People buy from people, connect with audience, be sure that you are telling a story not lecturing. Make sure that you are coachable. Watch out for technical wind chill. KISS.

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