

The 12 KEY Questions

1. Why should I pay attention?
2. Do you understand your customer's pain?
3. Do you take the pain away?
4. Is the market attractive (big and growing)?
5. Who else is doing this and why pick you?
6. What sets you apart? Easy to copy/recreate?
7. Can you find and get customers?
8. How will you make money flow to you?
9. How much money will you make?
10. Do you have a growth plan? Exit Plan?
11. Can you execute?
12. Whose help do you need & how much?

The Introduction

The Problem

The Solution

The Market

The Competitive Difference

The Technology

The Approach to Market

The Revenue Model

The Forecast

The Milestones

The Team

The ASK

