



StartUp

Mendocino

BUSINESS ACCELERATOR

WEST BUSINESS DEVELOPMENT CENTER

BUSINESS BASICS WORKSHEET

2022

PITCH TOPICS | PAGE 1

PITCH TOPICS

1. PROBLEM

What is the specific customer problem you're solving? Need you're meeting? Market opportunity?

2. SOLUTION

What is the elegant solution you're introducing? What makes it unique?

3. BUSINESS MODEL

How does your business make money? Unit economics? Distribution strategy? E-commerce or brick/mortar?



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PITCH TOPICS | PAGE 2

4. TARGET MARKETS

Who are your target customers? Demographics? B2B / B2C? Market segments? Geography?

5. VALUE PROPOSITION

What unique value does your product or service offer that nobody else does?

6. TIMING

Why is right now the perfect time to launch/expand your business?

7. TRENDS

What is objective evidence to support the market opportunity in \$/#/%?

8. TEAM

What are the skills, education, experience and accomplishments of your leadership team specific to this business model?

9. COMPETITION

Who are your top 3 direct or indirect competitors? What is your unique and compelling competitive advantage?



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PITCH TOPICS | PAGE 4

10. INTELLECTUAL PROPERTY

Do you have patents? Copyrights? Trademarks? Proprietary technology or processes?

11. GO-TO-MARKET

What are your top 5 specific strategies to enter the market, acquire customers and scale business?

12. FINAL PROJECTIONS

What are your revenue, expense and profit projections for first year? Years 2-5?



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PITCH TOPICS | PAGE 5

13. FUNDING

How much funding are you asking for? How will the funds be used? Future rounds of funding?

14. TERMS

What are the terms of the investment? Loan, equity, revenue share, royalty? What type of legal entity?

15. RETURN ON INVESTMENT

How will investors get their money back? How much? When?