

1. What is your product or service?
  - a. Make sure it is explained at a 5<sup>th</sup> grade level
2. What makes it different or better than the competition?
3. What is the market opportunity?
  - a. How large is the market?
  - b. What problem(s) does it solve?
  - c. Who's your competition?
4. How do you make money?
5. Who makes up the management team?
6. What is your strategy?
  - a. Explain long term goals
  - b. What are your milestones
    - i. 3, 6,9, months
7. How do you sell or market your product?
8. How much capital for you need/intend to raise?
  - a. Start-up costs
9. What are the projected financials for the company?
10. What is the preliminary valuation of the company?