

NYC TechWeek 2015: My Notes from the Winning Pitches:

- Who is your target customer
- How long is your Implementation process to bring on customers/products
- What is your exit strategy (aka what is your end goal for this venture? Do you want to build it to a \$100 million/year revenue stream and then sell it X amount of dollars?)
- From what budget does your client purchase your service/product
- What is your website
- What are your challenges
- How are you going to scale (and what could hold you back from scaling ie: running out of customers or "product/service")
- What kind of partnerships you work on
- Are you tied to any specific technology platforms
- What is your competitive landscape (can be 4 square)...where do you fit?
- What is your business model? Do you have Recurring revenue and growth ?
- What is the technology that powers you idea?
- Do you have a patent? What do you defend in the patent?
- Who do you sell to?
- What are the skills and feedback you get from your partnerships?
- What expertise does your team have in your product/service?
- Any data security/privacy issues that your business model poses?
- Are there risks were your product or business service doesn't apply/work?
- How difficult is your market to get into?
- How are you evaluating your success?
- What need does your product/service provide for the consumer.
- Why are you doing this? For Personal reasons or strictly business?

- How do you scale your users and sales to reach 1-2-5 yr goals?
- How do you test your market?
- How many partners have you tested with?
- If you were to raise 1M dollars what does success look like 12 months from now?
- What's the sales lead time into getting someone up and running?
- What is (\$) market size opportunity?
- Is your product ready for use/what are you going to do with funding

- What other sectors to scale into
- What does pricing look like and compare to competitors? Freemium model available?
- When did you get started?
- How many people on team
- How much have you spent
- How much have you raised to date
- How many subscribers (if applicable)? How will you grow that ?
- Did you consider product stand alone product or a add on to other software provider?
- Anything in your platform that you can extend into other verticals to scale/grow?
Note: activator has market strategy slide, traction/letters of intent, market size slides.
- How are you acquiring users
- What was source and sample size of your build