

## START-UP STADIUM APPLICATION PITCH GUIDE

Your presentation application slide deck should cover the seven reference sections below (utilizing them as a guide), **in 20 slides or fewer**. You **DO NOT** have to answer each question individually. Please contact [program@bio.org](mailto:program@bio.org) if you have any questions.

### TYPICAL REQUIREMENTS FOR APPLICANTS

- ✓ Raised less than \$10 million since inception
- ✓ Fewer than 20 full-time employees
- ✓ Previous business pitch or competition experience
- ✓ Must not be a previous BIO Start-Up Stadium winner

#### 1) OVERVIEW

- a) What does the company do? Focus? Purpose?
- b) What is unique about the company?
- c) What big problem does it solve?
- d) How big is the market opportunity?
- e) What are the roles of the senior management team?

#### 2) PRODUCTS AND SERVICES

- a) Where did the technology originate?
- b) Why do consumers care about your product or technology?
- c) What are the major product milestones? Current stage of development?
- d) What is the mechanism-of-action?
- e) What are the key differentiated features of your product or service?
- f) What key intellectual property does the company have?

#### 3) FINANCIALS

- a) What are the company's five-year projections?
- b) What are the key assumptions underlying your projections?
- c) How much equity/debt has the company raised? What is the cap structure?
- d) When will the company get to profitability?
- e) What are the key metrics that the management team focuses on?

#### 4) BUSINESS MODEL

- a) What is your pricing model?
- b) How do/will you compete with respect to price and performance?
- c) What partnerships are needed to be successful?
- d) Are there any proofs of reimbursement/revenue for your product or technology?

#### 5) COMPETITION

- a) Who are the company's competitors? Current or future?
- b) What gives your company a competitive advantage?
- c) What advantages does your competition have over you?
- d) What are the barriers to entry?

#### 6) GROWTH AND RISKS

- a) What early traction has the company achieved?
- b) What are the reasons for the early traction and how can it be accelerated?
- c) What are the principal risks to the company?
- d) Are there any product liability risks?

#### 7) EXIT STRATEGY

- a) What is your presumed exit for the company's initial investors? IPO? Acquisition?