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 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?