



TIPS & GUIDELINES FOR THE INVESTMENT PITCHING PROPOSAL

The following provides tips / guidance on what to address in your Proposal

ELEVATOR PITCH (up to 50 words):

- What is the business?
- What is the problem that your business is solving?
- To whom is the solution valuable?
- Why will they buy your solution?
- Why is it different to what is already in the market?

PROJECT DESCRIPTION:

- What is the business?
- The status of the development of the business (ie concept stage, at early development / prototype stage or launched).
- What are the next steps and timeframes in developing the project further (ie developing a proof-of-concept / prototype, finding a customer, launching the business, etc)?

THE MARKET OPPORTUNITY:

- Why is it such a great idea?
- What is its competitive advantage (over potential competitors)? Briefly identify likely competitors of your product / service.
- How does it 'disrupt' or change the status quo in the marketplace (ie how is it a gaming changing technology)?
- Does the product / service have the potential to impact on the global sports market?
- Estimate or quantify the size of the market / industry.

THE TARGET MARKET:

- Who is your customer or target market?
- Are they willing to pay for the product / service (and / or how will you generate sales)?
- Is there any evidence of 'need' for your product / service from the target market?
- What is the value proposition to customers?
- Quantify or estimate the size of the target market.
- Have you generated any sales to date?

THE BUSINESS MODEL (or how the proposed business would function or operate):

- How do you intend on attracting customers and making sales?
- Can you describe the route-to-market (ie how are you going to get to your customers)?
- How would the business operate once established - key roles / responsibilities in the business, and who would perform these roles?
- Are there key third party stakeholders and / or roles outsourced to others (ie in sales / business development, finance, etc)?
- How will you scale (ie grow) the business?

PROJECT TEAM CAPABILITIES:

- Expertise, capabilities and skills of the team members.
- Qualifications of team members.
- Any previous experience in commercialising technologies.

INTELLECTUAL PROPERTY / PROPRIETARY KNOWLEDGE:

- What do you see as the proprietary knowledge or intellectual property that is of value in the project?
- Can proprietary knowledge or intellectual property be protected?
- What is the current status of intellectual property protection (ie has anything been registered or protected?).

FINANCIALS

- What is the estimated price point for the product / service? How does this compare to competitors?
- Sales / Expense projections for the next 2 years

FUNDING & INVESTMENT:

- How will the continued development of the business be financed (ie grants, investors, self funded)?
- Provide details of any external funding sources that have been secured for the project.
- What do you require from an investor?