



The Nine Vital Signs of Startup Success

The Art and Science of Attracting Investors



Assessment & Invitation



Assessment

How *Investor Ready* is your company or portfolio?



Free Tools!

We provide coaching, guides, calculators and more to help you get ready

Get a free *Customer Discovery Bundle* to help you validate Product-Market Fit



Company Name: [Redacted]

YOUR PITCH READINESS SCORE IS 33.3%

SECTION	BUSINESS AREA	SELF-ASSESSMENT SCORE	MENTOR ASSESSMENT SCORE
1	Product-Market Fit	86.0%	60.0%
2	Competitive Advantages	100.0%	20.0%
3	Go-to-Market Vision	66.0%	25.7%
4	Viable Business Model	73.4%	45.7%
5	Strong Team	66.0%	40.0%
6	Credible Financials	42.0%	25.7%
7	Growing Traction	80.0%	33.3%
8	Compelling Fundraising	53.4%	20.0%
9	Engaging Story	74.1%	25.7%

Comments:

Section 1: Product-Market Fit Resources

Not an articulate representation of the problem and challenges being experienced in the market that warrant a solution. The value prop is not clear. Would like to understand the customer discovery that was conducted to arrive at the conclusion for a need for your solution. Is this a "must have" or a "nice to have"?

You make various claims of a scientific nature but don't offer any third party validation of said claims. Investors will need to verify the veracity of such claims, so it would be good to get ahead of the laboratory validation.

Section 2: Competitive Advantages Resources

There is no articulation of your secret sauce. How are you going to sustain an advantage over your competitors? It could be IP, partnership, expertise, etc., but you should be able to articulate how you will create and maintain an unfair advantage over your competitors.

You would be better off utilizing a matrix based pest chart/heatmap to demonstrate competitive differentiation and positioning and to add in elements of defensibility of your solution.

Section 3: Go-to-Market Vision Resources

How large of a market exists for your solution? How much revenue could you earn in the market? What is the beachhead market(s)? What channel is partnership opportunities exist? How will you acquire customers? You need to provide realistic market sizing, especially the SCMA. Because of the wide range of use cases and pilots, it appears that it is not yet certain what the exact market entry strategy is. Consider using the Customer Development/Discovery frameworks to better ascertain which segments would experience the greatest value propositions.

Section 4: Business Model Resources

The pricing is not clearly identified quantitatively and it makes it difficult to assess/determine the viability of the pricing model. Would also like to better understand the unit economics per market, per customer.

Consider a "razor-razor blades" positioning for your business model wherein you secure a one time device sale and a recurring revenue stream for consumables, maintenance, app usage.

Section 5: Strong Team Resources

For the team, it would be good to put a bit more detail about backgrounds that demonstrate knowledge and experience within the subject matter of the business; it is not apparent. Perhaps add LinkedIn profile links so someone can learn more about each team member as desired. Are there any experienced, established advisors or investors you can access? This would help add further credibility in an investor's mind. It is good to list experienced, established advisors as it helps add further credibility, but there is not background on those listed and how they are helping. Suggest adding more background info on them.

Section 6: Credible Financials Resources

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A GABA Exclusive

Workshop Series: Unlock Silicon Valley's Secrets to Accelerate Your Business Growth



Key Outcomes

- ✓ Mastering Silicon Valley Culture
- ✓ Crafting a Compelling Story
- ✓ Expanding Your Network
- ✓ Building an All-Star Team



**Unlock
Silicon
Valley's
Secrets to
Accelerate Your
Business
Growth**



How Did We Do Today?



Feedback

**Thank You For
the Privilege of Your Time**

Jeff Wallace
jeff@sviyp.com



Kal Deutsch
kdeutsch@sviyp.com

