

Scorecard on Example Investor Pitch

- Have I personally pitched my startup to investors before?
- Have I researched or spoken to other founders who have successfully raised funds?
- Can I confidently share real examples of challenges and wins in my business journey?
- Have I tested my pitch on mentors, advisors, or fellow entrepreneurs to get feedback?
- Do I fully understand my business model and how it makes money?
- Can I clearly explain my market opportunity and why my startup is positioned for success?
- Do I have data, market research, or traction numbers to back up my claims?
- Have I practiced answering tough investor questions about risks and competition?
- Have I positioned myself as an expert in my industry through content, networking, or thought leadership?
- Does my pitch tell a compelling story that makes investors believe in my vision?
- Have I highlighted the strengths of my team and why we're the right people to execute this business?
- Do I confidently communicate my startup's unique value without sounding unsure or unprepared?
- Am I transparent about my startup's challenges and realistic about what's needed to succeed?
- Do I have testimonials, user feedback, or case studies to show my product's impact?
- Is my financial projection realistic, and can I back it up with solid reasoning?
- Have I addressed potential investor concerns before they even ask?