NYC TechWeek 2015: My Notes from the Winning Pitches:

- Who is your target customer?

- How long is your Implementation process to bring on customers/ products ?

- What is your exit strategy (aka what is your end goal for this venture? Do you want to build it to a $100 million/year revenue stream and then sell it X amount of dollars?)

- From what budget does your client purchase your service/product ?

- What are your challenges ?

- How are you going to scale (and what could hold you back from scaling ie: running out of customers or "product/service") ?

- What kind of partnerships are you working on and have?

- Are you tied to any specific technology platforms?

- What is your competitive landscape (can be 4 square)...where do you fit? -What is your business model? Do you have Recurring revenue and growth ? -What is the technology that powers you idea?

- Do you have a patent? What do you defend in the patent?

- Who do you sell to?

- What are the skills and feedback you get from your partnerships

- What expertise does your team have in your product/service?

- Any data security/privacy issues that your business model poses?

- Are there risks were your product or business service doesn't apply/ work?

- How difficult is your market to get into?

- How are you evaluating your success?

- What need does your product/service provide for the consumer.

- Why are you doing this? For personal reasons or strictly business?

- How do you scale your users and sales to reach 1-2-5 yr goals

- How do you test your market?

- How many partners have you tested with?

- If you were to raise 1M dollars what does success look like 12 months from now? -What's the sales lead time into getting someone up and running?

- What is ($) market size opportunity?

- Is your product ready for use/what are you going to do with funding

- What other sectors can you scale into?

- What does pricing look like and compare to competitors? Freemium model available?

- When did you get started?

- How many people on team?

- How much have you spent?

- How much have you raised to date

- How many subscribers (if applicable)? How will you grow that ?

- Did you consider a stand alone product and/or is your product an add on to another software provider?

- Anything in your platform that you can extend into other verticals to scale/grow? What is that market strategy? Do you have any traction

with it/letters of intent? What is the market size of the other verticals?

- How are you acquiring users

- What was source and sample size of your build