

# Alliance of Angels Model Pitch Deck

**10 minutes – 20 Slides – All fonts < 30 Points**

This outline is intended to guide Founders as you prepare your **10-minute pitch deck** for Alliance of Angels. **Note especially these items are required in the pitch deck and for pre-screening and screening.** We need all the data to evaluate your company for Screening purposes.

## **Problem**

- What problem or opportunity does your company aim to address or leverage?
- Describe why existing solutions (if any) are not adequate.

## **Your Solution**

- Describe your solution or unique approach to the problem/opportunity.
- Explain the technology or innovation behind your solution.
- If AI, include how you train, source of training data, and how you deploy.
- If Life Science include your path to regulatory approval and reimbursement.

## **Business Model**

- Generally, a revenue model. What do you charge for your solution? What is the basis for the charge? (e.g. Retail/wholesale price, Subscription per user per month, etc.)

## **Marketing and Sales**

- Identify your target customers.
- Provide relevant evidence of customer demand and historical sales (if any).
- Explain your go-to-market strategy.

## **Competition**

- Identify existing or emerging competitors.
- Highlight what sets you apart, your moat, your barriers to competition.
- Discuss your intellectual property and protection strategies.

## **Team**

- Names of your C-level executives and their experience. Full time?
- Names and experience of your Board members (required if you're raising money) and advisors and their experience.
- How many full time and part time employees do you have?

## **Projections and Milestones**

- Outline your technology, product development, and sales/marketing roadmap.
- Specify forward funding requirements and timing.
- Provide 'trailing 12 month' and 'forward 5 year' pro forma financial metrics including Revenue, COGS, SG&A, EBITDA, Cumulative Cash Flow.
- Detail current cash reserves, burn rate, and projected runway.
- Discuss your exit strategy, potential acquirers, and current progress.

## **Ask**

- Specify the amount of capital you're seeking.
- Disclose existing investments in this round and major investors.
- Specify the investment vehicle (e.g., Priced Equity round, Definitive Note round, SAFE).
- Provide terms such as: Equity pre-money; Note interest, discount, cap, maturity; or SAFE post-money. **Note: AoA discourages SAFEs. Change to [Convertible Note](#) or [Priced Equity](#) to improve investor interest.**
- Explain how the funds will be utilized.

## **Summary and Reasons to Invest**

### **Founder Contact Data**