



Ten Questions

A start up must convince investors that they stand some chance of success.

**“ Incumbents are not
doomed, and disruptors
are not ordained. ”**



Robert Siegel

The Brains and Brawn Company:

How leading organisations blend the best of digital and physical.

Simplify your Idea down to a 30 sec intro

Gaddie Pitch* ... so simple you can use it to explain what you do to a stranger at a BBQ

You know how

You know how private data is used all the time by companies to build a smarter business but is this causing the risk that private customer data will create a terrible privacy breach?

Well, what we do is

Well, what we do is clean enormous datasets so that customers cannot be re-identified.

In fact,

In fact, we have proven that our technology works with Australia's largest bank.

* Antony Gaddie is the creator of "the Gaddie Pitch," an internationally renowned set of tactics designed to help business owners deliver an effective elevator pitch, time and time again.

10 Questions ?

THE TEN ISSUES THAT INVESTORS THINK ABOUT?

1 Is The Problem Real?

(Not From The Founders Perspective But Validated By Consumer Or Market Insight)

2 How Is This Problem Impacting Users?

(Many Problems Exist In Life, But Sometimes We Just Get On With It)

3 Will They Pay To Have The Problem Disappear?

(And In Many Cases, Customers Are Unwilling To Pay For It)

4 Are You Solving This Problem Differently?

(Is the Product 10x Better Than Competitors / What Is The Unfair Advantage)

5 Have You Gained Any Momentum With Prospective Customers?

(Have You Any Demonstratable Traction In The Market)

6 Is “where you are now” and your “future state” clearly differentiated?

(Your vision for the future and your go to market strategy to scale to the next milestone)

7 What’s needed to implement this plan successfully?

(Is the strategy to get there - sound and realisable)

8 Why is this team best placed to fulfil this?

(The distinct knowledge / industry expertise / market recognition you have)

9 How much will it take to get it done?

(Is the capital raise realistic and will it get you to the next milestone)

10 Is the valuation based on sound criteria?

(Is the valuation realistic, is it based on peer benchmarks – if not it will impact the investment decision)