



Direct Investment Pitch Checklist.



Vision

Future

What is the vision for your company?

Problem

What problem are you solving?

Why now?

Why is now the right time to solve this problem? Is there a social movement, technological advancement, market maturity, or some other unique collision of events, innovation, technology and customer awareness that makes this the right time

Solution

Breakthrough Innovation

What is your innovation? What makes you unique? It could be across the following layers. Please include how you satisfy one or more of these and include any IP you have.

- **Ideas & Thinking** – What is the breakthrough idea and/or breakthrough in thinking?
- **Technology & IP** – What is the breakthrough technology and/or IP?
- **Customer Impact** – What is the breakthrough impact to the customer?
- **Sector & Market** – What is the breakthrough for the sector and market that you are in/targeting?

Team

Why are you the right team to solve this problem? Include things like your team's relevant background.

Market Opportunity

How big is the market opportunity? How do you plan to enter the market?

Business Model

How does your startup make money or plan to in the future?

Traction

What is the progress you have made so far? Include things like customer validation, customer growth, product development, any funding received, revenue, customer retention rates etc.

Victorian Impact

Impact

What is the impact the investment will have in Victoria. Impact can be across one or several criteria as stated below. Please add the impact(s) the investment will unlock.

- **Jobs & Growth in Victoria** - for example, does the investment create jobs in the State? Does it include building infrastructure? Does it accelerate commercialisation?
- **Growing the Ecosystem** - for example, does the investment unlocking nascent potential, support/build the ecosystem, attract talent/investment, increase R&D

- **Strategic Impact** - for example, does the investment provide strategic advantages for the State? Does it create sovereign capabilities within the State? Does it position Victoria as a sector/global leader?
- **Social Impact** - for example, does the investment improve wellbeing? reduce inequality? Provide more equitable outcomes?
- **Environmental Impact** - for example, does the investment have environmental impacts across climate, water, biodiversity?

Proposal

Format

Ideally as a pitch deck, we don't mind how you present the information as long as it conveys your vision, solution and aspects of your company in a clear manner.