

## AQAL Generic Start-up Pitch Template

The AQAL templates can be viewed and downloaded at [AQALCapital.com](http://AQALCapital.com). These templates are updated regularly to keep abreast with new standards, legislation, and new developments. At the time of writing, the start-up pitch template was as follows:

The Company: The Key Facts—who is applying?

- Company name
- Company website
- First and last name of primary contact
- Main contact email, phone number, etc.
- Company headquarters location
- Short company description (Maximum: 15 words)

The Problem: Clearly define the problem you are trying to solve with your idea

- What are the pain points?
- How large is the problem?
- Who is responsible for solving that problem?
- Does the responsible entity (customer) have a budget to solve the problem?
- What is the holistic impact (6Ps) of the problem?
- Who will benefit from your solution?

The Solution: Can you solve it? Do you own it? Are you unique?

- How are you solving the problem?
- How do you address the pain points?
- What is your USP (Unique Selling Proposition)?
- Is the solution defensible? Patented?
- Be engaging, short, and specific.
- Address the integral impact of your solution: The Parity of People, Planet, Profit, with your own Passion and Purpose<sup>1</sup>

The Product: Is this a breakthrough? Is it doable?

- Describe your product(s) and how it is disruptive from a people, planet, and profit perspective in a few slides
- Use screen shots, a short video, a live demonstration, or an animation to show how the product solves the problem
- Use the appendix to add more detailed slides
- Keep the presentation short (15 slides and 20 min. max) to allow time for discussion

The Management Team: Have you assembled an A-Team?

- All founders and C-level leaders with name and function
- Highlight all relevant qualifications pertaining to the specific experience in your particular space
- Have you/they done “it” before?
- Address gaps in the team proactively and tell us how you plan to fill them

The Advisory Board: Are they well connected and supported?

- Who is on the advisory board and why?
- Highlight the relevant experience
- In what function will they contribute specifically in the organization?

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<sup>1</sup> Note that we apply the UN PRI criteria to our investment decisions. For details and definitions, please refer to: <http://www.unpri.org/about-pri/the-six-principles/>

The Market: Is this worth an investor's time?

- Market size
- Why is this a big opportunity for investing? Why now?
- Which drivers (think of people, planet, and profit) make this the right move now?
- What is the PAM, TAM, SOM, and SAM<sup>2</sup>? For SAM, generate a bottom-up analysis
- Have a slide in the appendix that goes into detail on the PAM, TAM, SOM, and SAM analysis

The Competition: Can your team adapt fast to the competitive environment?

- Outline the direct and indirect competition
- How does your solution fill the gap?
- Use a diagram that puts the competition on the X axis, and the title and key features on the Y axis
- Add back-up slides to the appendix

Potential Risks and Risk Mitigation: There is always risk. Do you know where? How do you deal with it?

- Address all potential risks associated with traditional financial criteria—i.e., higher cost (of capital, maintenance, insurance, repair, etc.), price, supplier insolvency, regulatory, country risks, volume, etc.
- Address all potential risks associated with ESG
- How will you address each of them?

The Business Model: Do you focus on the right steps in the value chain?

- How do you make money and plan to become financially sustainable?
- Licensing, making and selling a product, brokering, e-commerce, trading, etc.

Go-to Market Strategy: Most startups are incomplete on the selling side. Address how your business creates enthusiastic customers.

- Who is your target customer now, in 12 months, 36 months?
- Which existing channels will you leverage?
- Direct vs. indirect sales?
- This is where the rubber hits the road. You may want to get coaching on this.
- This should be relatively detailed (“SEO” is not a go-to market strategy).
- Customer acquisition cost.

Financial Projections: It's just a projection, but we love discussing your assumptions.

- Five-year pro-forma projections
- Pricing including price per item
- Per product/per project “unit profitability”
- This is a very valuable “back of the envelope” calculation: How much does it cost to make and sell a “unit of product/service” and how much revenue does it generate?
- Revenue, COGS, gross margin, key opex (three or four line items) EBITDA, cash-flow
- Have a slide in appendix with detailed five-year plans and projections for discussion if needed
- Two years monthly, three years quarterly

The Investment Focus: Which of our investment foci does your startup belong to?

- Artificial Intelligence
- Blockchain & Financial Tech
- B2B IT Solutions
- Industry 4.0
- Renewable Energy
- Energy Efficiency
- Clean Tech
- Circular Economy

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<sup>2</sup> PAM: potential available market; TAM: total addressable/available market; SAM: serviceable available market; SOM: serviceable and obtainable market;

- Future Mobility
- Nutrition & Agriculture
- Life Science & Health
- Medical Apps
- Media & Entertainment Tech
- Others
- What field are you planning to innovate?

How do you plan to implement the UN SDGs within planetary boundaries?

- Please name the Global Grand Challenges and Sustainable Development Goals that your company addresses
- How do you integrate the 6Ps (The Parity of People, Planet, and Profit—with Passion and Purpose) in your business model?
- What is your role in unleashing the next stage of human cultural evolution?

The Capital to Be Raised: Do we share the same vision of value and value-creation?

- How much money has already been invested?
- If priced, what was the last post-money valuation?
- How much are you raising now?
- Convertible note or equity?
- Which valuation? Future raises and plans?
- Give specific milestones (i.e., use of funds) tied to the integral/holistic value creation for the company

Do you plan an exit? Exits are not always necessary as long as the business generates long-term, integrally sustainable growth

- If yes, who are your potential buyers?
- What are comparable transactions?
- Seller, buyer, valuation, multiples (revenue and EBITDA), key drivers
- What is the most likely exit as you see it now? Which do you prefer?

Summarize all investment merits

- Why should we invest in you?
- What do you see in us? What should we see in you?