

# Start-Up Stadium



Your presentation should follow the guidelines as shown below. These requirements are for the 2020 Start-Up Stadium session applicants.

## GENERAL REQUIREMENTS

1. Raised an initial funding round since inception
2. Fewer than 20 full-time employees
3. Previous business pitch or competition experience desired, but not a requirement
4. Slide presentations should be clear, concise, and no more than 20 slides
5. Theme of the presentation should be based on bio-based technology focus area

## OVERVIEW

1. What does the company produce?
2. What is unique about the company in industrial biotechnology or related segments?
3. What problems does it solve in the bio-refinery?
4. How big is the market opportunity in the bio-based economy?
5. What are the roles of the senior management?

## MARKET

1. What is the actual addressable market for your bio-based products?
2. Is it based on food ingredients, agriculture, biofuels, crops, renewable chemicals?
3. Where in the bio-based value chain do you play?
4. What percentage of the market do you plan to cover? Over what period of time?
5. What are the competitive threats for renewable chemicals and biofuels?
6. Does your product fit in the USDA BioPreferred® catalogue?

## PRODUCTS AND SERVICES

1. How did the technology originate?
2. Why do consumers care about your technology or bio-based product?
3. What are the major bio-based product milestones? Current stage of development?
4. What is the mechanism-of-action in the bio-based economy?
5. What are the key differentiated features of your product or service?
6. What is the intellectual property status?

## FINANCIALS

1. What are the company's five-year projections?
2. What are the key assumptions underlying your projections?
3. How much equity/debt has the company raised; what is the cap structure?
4. When will the company get to profitability?
5. What are the key metrics that the management team focuses on?

### **BUSINESS MODEL**

1. What is your pricing model relative to incumbent fossil fuel technologies?
2. How do/will you compete with respect to price and performance?
3. What partnerships are needed in order to be successful?
4. Is your company considering applying for USDA's loan guarantee program?

### **COMPETITION**

1. Who are the company's competitors? Current or future.
2. What gives your company a competitive advantage? Use of feedstock?
3. What advantages does your competition have over you?
4. What are the barriers to entry in the bio-based economy?

### **GROWTH AND RISKS**

1. What early traction has the company achieved?
2. What are the reasons for the early traction and how can it be accelerated?
3. What are the principal risks to the company?
4. Are there any bio-based product liability risks?
5. Is sustainability part of your growth strategy?

### **EXIT STRATEGY**

1. What is your presumed exit? IPO? Acquisition? Partnerships?