Instructions: Fill in the blank with your company or relevant information. Skip whatever is not relevant to your company or technology.

My name is _________ and I’m CEO of _________ company.

We are developing _____<kind of technology, keep it short & sweet, this is not a PhD thesis>_________ technology which will:

- treat/cure _______________ <insert medical condition> disease

OR

- <describe what your technology is being developed for/insert your value proposition here>.

The world-wide market for this product is $_______ and we think we will be able to gain ___% market share which amounts to an annual revenue of $_______.

Our customers will be _______________ and we’ll reach them by doing _______________.

The unit cost of the product will be $______________ and we’ll be able to charge $___ which allows for a ___% margin.

The product will be reimbursed under ___code.

We are currently seeking $___ in a Seed/Series ___ round of which we have soft-circled $____.

To date we have raised $______ (of which ___% is nondilutive) which has gotten us to _____ <stage of development or other progress status>. Now we are raising $$___ to do our ___ <next step(s) for development, for example, phase 1 or pivotal trial>.

For more information, contact Ethel Rubin, NIH Entrepreneur in Residence