

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