



The overall focus in the 30 sec Investor Power Pitch and in the 7 min investor presentation is the VALUE DRIVERS. Value drivers may be detected or created.

The following are examples of value drivers:

- Industry sector (size, growth, margin etc)
- Specific competence in the team
- Team members – previous exits
- IP
- Scalable business model
- Great net profit
- Company balance sheet
- Recurring revenues
- Growth of sales
- Comparable exits
- Disturbing the market