

Dear entrepreneur,

InnovationQuarter Capital requires you to submit a pitch deck. We use this pitch deck to perform an initial assessment of the fit of your company with InnovationQuarter Capital's investment criteria.

The following pitch deck guidelines help us in performing this assessment. Therefore, please ensure your pitch deck explains:

1. Your company's vision by explaining the company in a declarative sentence
2. The problem your company addresses
3. The corresponding solution that your company provides, including your business model and value proposition for customers
4. The market your company operates in, including a market size, (concise) go-to-market strategy and current market drivers
5. The underlying technology and roadmap
6. The company's competitors and your competitive advantage
7. The company's development and traction since incorporation
8. The team composition and what differentiates the team from other companies
9. The investment ask and use of funds
10. A (brief) P&L, cashflow forecast and current runway
11. Your connection to Zuid-Holland, including your strategic, economic and societal impact on the region

To improve our understanding of your pitch deck, we recommend:

- Using one sheet per topic
- Using overviews, such as tables and charts, as much as possible
- Being concise in the information you provide

We look forward to hearing from you and receiving your pitch deck.

Kind regards,

The InnovationQuarter Capital team.