

WELCOME TO SEEDTANK!

INSTRUCTIONS TO PITCHERS

DO

1. Clearly state the Ask at the **BEGINNING** of the pitch. For example, \$X of investments in exchange for Y% of equity in your company. You must exit the tank with this amount of investments at least.
2. Demonstrate your product/service if possible.
3. In total, you have between 5 minutes to pitch (exclusive of Q&A). Keep to the time.
 - (a) A bell will sound **ONCE** at the 4th minute, when there is 1 minute left.
 - (b) The bell will sound **TWICE** at the 5th minute. You **MUST** wrap up your pitch.
4. Ask For Help. Do point out the frustrations/challenges your company is currently facing.
5. Successful Pitches. A Letter of Intent(LOI) to invest in your company will be issued to you immediately after the pitch. Do see our staff for assistance. Do not leave the premises until you have received the LOI.

DO NOT

1. Do not misrepresent.
2. Do not accept any deal unless you are comfortable about it. You will be held to the agreement.
3. The Venture Partners will provide constructive feedback, some of which may come across as less than pleasant. Maintain your composure. Do not take the comments/queries personally.
4. Do not withhold answers to questions put forth by the judges. It will have an adverse effect on your odds of success.