

Making Your Pitch A Money Magnet

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Founder and CEO, CueThink

Company Overview

- ❖ CueThink is an EdTech Company, founded in 2013
- ❖ Developed innovative technology to improve students' math problem solving skills through structure and peer collaboration
- ❖ Raised \$3M from National Science Foundation & Angel Investors
- ❖ Secured a 7-year contract with 10th largest school district
- ❖ Alumni of Boston's LearnLaunch Accelerator

What Are Investors Looking For?

- ❖ Solution that addresses a real pain point for customers
- ❖ Large market opportunity
- ❖ A team with key skills and a coachable leader
- ❖ Initial validation from pilot users or stakeholders
- ❖ Continuous traction

What Else Are Investors Looking For?

- ❖ Reasonable go-to-market strategy
- ❖ An understanding of the competitive landscape
- ❖ Vision for what the product/service will look like in 4-5 years
- ❖ A functional prototype, especially with software
- ❖ Low burn rate

Thank You!

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