



AgTech  
Investment  
Forum 2018

24 MAY

# EXPRESSION OF INTEREST FORM FOR PITCHERS

Business name: \_\_\_\_\_ ABN: \_\_\_\_\_

Registered for GST?  Y  N

Business address including postcode: \_\_\_\_\_

## Business contact

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Mobile phone number: \_\_\_\_\_ Email: \_\_\_\_\_

**How would you describe the business scale up potential?** Choose one response:

- High growth potential – successful commercialisation of the new product/service likely to lead to high growth for the business
- Globally focused – the product/service has global market potential
- Has a plan in place to help the business stay on track in achieving its goals

## Business promotion

Website  Facebook  Other social media platform: \_\_\_\_\_

Please attach business/company logo as a jpeg

## Insurance

Attach a copy of your current certificate of currency for Public Liability insurance. Please attach as a PDF.

If you do not have insurance, are you prepared to obtain to enable you to participate at the event?  Y  N

## Your product

A short description (30 words) for publication to profile your business, succinctly describing your product/service, including why it is unique/innovative:

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Is the IP owned by your business?  Y  N

How many customers do you have using your innovative product/service?: \_\_\_\_\_

If none, is it an in-house innovation?  Y  N

**What is your track record of sales and growth?** Please choose one response:

- There is evidence of early sales traction/user growth (global customers preferred)
- Demonstrated potential via extensive user interviews, surveys, market research
- Adequate management and technical team to commercialise and grow successfully

**What investment has already been secured?** Please choose one response:

- Investors have already injected funds into the business
- Investor, industry partner and/or customer letters of support can be provided
- A team is in place to take on additional investment and deliver on promises

## Do you have a Minimum Viable Product to display?

A minimum viable product (MVP) is a development technique in which a new product or website is developed with sufficient features to satisfy early adopters.

- Yes – can provide MVP url/file/image
- No - just a prototype
- Actual sales (preferred)

Do you have a pitch deck/PowerPoint ready to show investors?  Y  N

Do you have a sales or business development team who can talk to investors/ customers after 400M?  Y  N