FIGURE B.14

Example Call to Action Slides

Source: Shyam Gautam

B.4 THE QUESTION AND ANSWER PERIOD

>> LO B.4 **Anticipate and prepare for the types of questions that may be asked during the question and answer period.**

During the question and answer period (Q&A) at the end of your presentation, the title slide should be showing. As we mentioned earlier, it is also useful to have a series of backup slides that can help you answer the most anticipated questions. In addition, you will likely pitch to more than one audience, so remember to incorporate answers to new questions that may have arisen in previous meetings.

For pitches in front of investors, or applications to incubators, or pitch competitions, you can be sure that some of the following questions will be asked.[11]

Team Questions

- Why is the team capable of executing what you have proposed today?
- How do you divide up responsibilities among the team members?
- What is the equity split among team members?
- How are decisions made among the team members?
- Who is the boss?
- Who came up with the original idea?
- Who else do you need to add to your team in the short term?
- What obstacles have you faced, and how did you overcome them?
- Are you open to changing your idea?

Product/Customer Questions

- What makes customers try your product/service?
- What is the technology behind your product?
- How does your product