

NAME OF TEAM you are giving feedback to: Eye Innovations

Audience Feedback Form - ELEVATOR PITCH COMPETITION

Note: Fill these out during each Q&A session with the judges. This form will **not** be used to determine the winners of the competition. Fill this out to provide feedback to the competitors. We will give this to them to help them improve.

What are the **strongest or most distinctive aspects** of this business concept?

Good knowledge of glaucoma & eye anatomy.

What **areas need the most improvement** or additional development?

Need to emphasize how this is different from current options.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Good job answering questions

Additional **feedback or suggestions**?

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Low chance of a second meeting						High chance of a second meeting			

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What are the **strongest or most distinctive aspects** of this business concept?

→ Mission / objectives are strong
→ Good use of time

What **areas need the most improvement** or additional development?

→ More specifics on the device

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

→ OK.

Additional **feedback or suggestions**?

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What are the **strongest or most distinctive aspects** of this business concept?

would be very beneficial to the millions of people w/ glaucoma.

What **areas need the most improvement** or additional development?

clinical trials

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

very good

Additional **feedback or suggestions**?

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What are the **strongest or most distinctive aspects** of this business concept?

- Good set-up, market need
- Talking about animal trials was good

What **areas need the most improvement** or additional development?

- The end was a little abrupt. Get a better close.
- Explain how the device works during presentation, b/c I think you had time

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

- Very good poise, eye contact, + voice tone/pace.

Additional **feedback or suggestions**?

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What are the **strongest or most distinctive aspects** of this business concept?

simplicity & potential effectiveness
* animal studies

What **areas need the most improvement** or additional development?

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

great voice, great delivery.

Additional **feedback or suggestions**?

make mechanisms more clear during pitch

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What are the **strongest or most distinctive aspects** of this business concept?

- animal trials complete
- lower risk for infection.

What **areas need the most improvement** or additional development?

- scant of device details, methods of implantation, what patients would be eligible
- safety / comfort issues?
- details on animal trials → adequate evidence

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

- clearer enunciation needed.
- avoid fillers / repeating words multiple times in a statement.

Additional **feedback or suggestions**?

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What are the **strongest or most distinctive aspects** of this business concept?

~~Very strong~~ Big market opportunity but what ~~is~~ % of eye
glaucoma population needs a short short vs. meds.

What **areas need the most improvement** or additional development?

How does it compare to competitive ~~products~~ solutions including meds?

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

~~Very good~~ Excellent presentation skills and knows subject matter very well.

Additional **feedback or suggestions**?

[Empty box for additional feedback or suggestions]

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What are the **strongest or most distinctive aspects** of this business concept?

Knowledgeable impression of pitcher.

What **areas need the most improvement** or additional development?

Add people's/team's credentials to slide

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Confident, well-spoken!

Additional **feedback or suggestions**?

Return on Inv? Ip?

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What are the **strongest or most distinctive aspects** of this business concept?

was the concept/product

What **areas need the most improvement** or additional development?

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

well presented & handled questions by judges well.

Additional **feedback or suggestions?**

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What are the **strongest or most distinctive aspects** of this business concept?

already animal models

What **areas need the most improvement** or additional development?

give more details in the original pitch

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

good confidence, good job answering technical questions

Additional **feedback or suggestions**?

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What are the **strongest or most distinctive aspects** of this business concept?

- Yes! I can imagine if I went blind. That would suck so bad! You've got my attention.
- clinical trials already started - yay!

What **areas need the most improvement** or additional development?

- How gross is this eye drainage? Is that vain? would I rather be blind than see an ugly device sticking out of my eye? Just curious.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

- very comfortable in public speaking. Personable. Good eye contact.

Additional **feedback or suggestions**?

- Better closing needed. Sell us the product one last time!
- way to know your product!

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What are the **strongest or most distinctive aspects** of this business concept?

GOOD JOB MAKING CONNECTION BTW.
PROBLEM & PROPOSED SOLUTION

What **areas need the most improvement** or additional development?

RAISED A LOT OF QUESTIONS ABOUT
COMPETITIVE POSITIONING

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

V. NICE

Additional **feedback or suggestions**?

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What **areas need the most improvement** or additional development?

Seems very invasive - address that risk

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Very knowledgeable & credible.

Additional **feedback or suggestions?**

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What are the **strongest or most distinctive aspects** of this business concept?

→ Patented technology
→ Animal testing underway.

What **areas need the most improvement** or additional development?

→ Manufacturing + Distributor pathway?
→ Cost of device?

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Good, clear & concise.

Additional **feedback or suggestions**?

Good pitch

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What are the **strongest or most distinctive aspects** of this business concept?

market ✓
strong initial data in animals ✓
Low seed money need ✓
clear timeline

What **areas need the most improvement** or additional development?

many competitors?
No mention of ease of use?
Not clear about differences?
Would it affect vision?

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Decent

Additional **feedback or suggestions**?

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What **areas need the most improvement** or additional development?

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I had a hard time filling this section out because I would've liked to hear more about

1. Distribution	4. Current state of technology
2. Adoption	5. Financials
3. Market Analysis	etc.

What areas need the most improvement or additional development?

[Empty box for improvement areas]

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Slow down a bit. Clear pitch & good body language & voice inflection.

Additional feedback or suggestions?

Engaging intro, great job on Q&A.
But focus your pitch more on the product. You spent a lot of time talking about the team. Don't get me wrong, the team is important but I would also like to hear more about your business model, compet. landscape etc.

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