

NAME OF TEAM you are giving feedback to: Smart Stance

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?

The idea of marketing a product that insurance will cover is great.

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

\$500 for unit seems cheaper than \$11,000 for surgery, but not 100% of employees get surgery. How do prices pan out on a per worker basis?

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

Good personal example.

Additional **feedback or suggestions**?

Overall score (circle one): Consider that the goal of the pitch is to get you to accept a second meeting to discuss the possibility of an investment. Rate the likelihood you would invite them back for a second meeting.

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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?

→ Strong start
→ Good intro.
→ Logistics

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

→ More background on the device. Please fit that in for future presentations

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

→ Good

Additional **feedback or suggestions**?

→ Good pitch!

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

Seems very beneficial for those w/ poor posture

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

How does it look under clothes, specifically for women who tend to wear more form fitting attire?

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?

- How big is the market?
- How do you know people want this? Have you talked to Home Depot.

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.

Additional **feedback or suggestions**?

- No need to say you are on the team. Say ^{you} are working w/ a great team.

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

real time feedback. preventative medicine,

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

distinguishing from false-positives
if you are picking something off the ground could get annoying

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

very well organized.

Additional **feedback or suggestions**?

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

- established partners for potential clinical trials.
- dual market

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

- more details on actual product + how it works are needed.

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

- great posture 😊
- Good eye-contact

Additional **feedback or suggestions?**

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

Interesting concept and a growing problem.

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

Need to describe market opportunity. Suggest get to prototype and get direct market feedback.
How will it be distributed i.e. via physical therapist?
Will the reimbursement model really work and will the market bear the cost.

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

Excellent skills - confident & knows subject well!

Additional **feedback or suggestions**?

Suggest bootstrapping through ~~proof~~ proof of concept otherwise will be difficult to raise angel funding (not VC play).

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

Well-spoken & confident, nice slide w/supporting pitch

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

Address mkt. opp., IP

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

See above

Additional **feedback or suggestions**?

price point, revenue model (who pays), return?

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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 spoken & well presented w/ body language
just not completely sold that something ^{like this} doesn't already exist.

Additional **feedback or suggestions**?

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

Asking for a reasonable amount of seed financial support.

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

I don't think there will be much market for this. Most people w/ bad posture won't want to wear this 8 hr a day.

→ in the prevention use.

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

Good job, sounded genuine.

Additional **feedback or suggestions**?

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

- innovative
- nice closing pitch!
- came from someone experiencing posture problems ~~(at school)~~

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

I have no idea. Do you?

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

- very good public speaker! Good eye contact, no distracting movements.

Additional **feedback or suggestions**?

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

PERSONALIZATION OF PROBLEM AND ID
OF SELF INVENTION
GOOD JOB MAKING CASE FOR POTENTIAL VALUE

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

NONE

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

V. GOOD

Additional **feedback or suggestions**?

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

any testing on patients yet?

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

Good stuff.

Additional **feedback or suggestions**?

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High market potential, simple concept, easy to implement

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.

Additional **feedback or suggestions**?

How do you prevent duplicates/imitations?

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→ Not clear what the technology does.
How does it work?

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

→ How will you distribute?
→ Not yet proven efficacy.

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

Good eye contact. Good posture.

Additional **feedback or suggestions**?

Is this something that will generate significant revenue?

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I can definitely see a need
Cost and ~~per~~ insurance reimbursement seems good
Have existing partners to test with

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

I don't see myself wearing something so ~~extensive~~ bulky
I'd rather wifit
worried about validation of results

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

Good

Additional **feedback or suggestions**?

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

Distro channels were clear & well thought out. They explain in a realistic fashion how you are going to get this out into the market & make it. You're targeting the right segments.

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

market size & analysis.
Will users really wear this on a daily basis over/under thick clothing.
how far along on tech development? prevention

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

Pitch ^{voice} was excellent & engaging. Good addition to include MIT "pitch" for spin-out product.

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