

# The Global Meeting Point

**The main trigger points in the 30 sec Power Pitch for investors and in the 6 or 7 min investor pitch are the VALUE DRIVERS. The value drivers are the answers to why investors should invest. Value drivers already exists in your business and some can also be created.**

**These are some examples of important value drivers:**

- Growth of industry sector
- Commercial competence in the team
- Previous entrepreneurial experience in the team
- Previous exit experience in the team
- Protected IP (Intellectual property)
- Scalable business model
- Great net profit
- Positive balance sheet
- Recurring revenues
- Subscription model
- Multiple revenue streams
- Proof of concept / in business
- Short time to market
- First mover advantage
- Valuation of comparable exits
- Disturbing exit strategy