



# Top tips for pitching to the Wolves Lair panel

- 1. Before you enter the Wolves Lair consider the following:**
- 2. Investigate the concept of Intellectual Property and how it applies to your innovative idea**
- 3. Provide evidence of market research to demonstrate a REAL need for the product/service**
- 4. Why should we buy it?**
- 5. Provide clear financials and pricing**
- 6. Multiple channels to market - Have a clear understanding of the best place for the product. How many other ways are there to sell it?**
- 7. Who can you partner with?**
- 8. Give us something more than is just what is in the business plan**
- 9. Who will stand up to pitch the idea? Does the entire group have to stand up and present? What will be the most effective way to deliver your idea?**

*(Based on the initial Wolves Lair event December 2008)*