



# Company Name, Inc. Corporate Overview

## Presenters' names and titles

- Presentations should be in Power Point format.
- Individual presentations can be customized as to content, graphics and sequence of content.
- We recommend that individual slides be presented in "bullet point" with a minimum of text
- This formal presentation should take no longer than 15 minutes followed by a 5-10 minute Q&A session.



# History of Company

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- Date of inception
- Personal background/interest in business
- Financing to date
- Value created to date

# Pain or Problem

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- Paint verbal pictures with personal story
  - “did you know that 50% of people don’t wash their hands after using a public bathroom?”
- Use numbers to describe market opp
  - In 2003, over \$1.3B was spent on research in Florida universities which resulted in over 500 new patents.
  - 90% of these are never taken to market as new products

# The Solution

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- 1-2 sentences to describe product or service and how it solves pain/problem
- Describe your Intellectual Property if possible
- Define value proposition of your product/service:
  - Save money, make money, mitigate risk
- List 2-3 unique benefits of your product



# Addressable Market

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- Name the market
- Size/growth
- Trend of market
- Domestic/global potential
- Expected market share capture



# Competitive Landscape

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- EVERYONE has competitors...tell us about yours
- Competitive differentiators
  - Specifics on how you are different
  - How you will win against them



# Business Model

- Describe how you will make money



# Sales & Distribution Plan

- Go to market strategy
  - channel approach
- Sales strategy
  - How will you gain market share?



# Partners/Outsourcing

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- Will you use a partner?
  - Order Fulfillment
  - Lead Generation
  - Contract Manufacturing
- List specific partners – brand name firms preferred



# Financial Summary

- 5 year projections
  - Sales
  - Gross profit
  - Operating expenses
  - EBITDA
- Identify key financial milestones (chart)
  - Breakeven dates
  - Dividend or interest payment dates
  - Exit date



# Execution Team

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- Board of Directors
  - Qualifications or prior business positions
  - Investor? How much?
- Management
  - Education
  - Qualifications or prior business positions
  - Investor?
- Key technical staff
  - Qualifications or prior business positions



# Investment Offering

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- Pre-money valuation
  - Valuation support
- Amount to be raised
- Type of security
- Use of proceeds



# Milestones vs. Financing Strategy

- Significant milestones
  - Proof of concept
  - Commercialization
  - Customer acceptance
  - Capture of market share
- Number of rounds required
  - Amounts of rounds
  - Projected valuations of rounds



# Exit Strategy

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- Your exit strategy
- Estimated timeline to exit
- Likely acquirers



## Summary slide

- 3 points on why they should invest in you
- Closing “hook” to remind them of market pain and how you solve it