

# Our Recommendations To You



## The following recommendations are based upon having reviewed hundreds of applications and presentations:

- Use this deck as your template. You may retitle slides, but the content must follow the template. The page sequence of the presentation format is the most effective way of communicating with investor audiences.
- You have only 15 minutes to make your presentation, so stay on script and remain specific and concise about your business. History and circumstance may be important to you, but you run the risk of losing your audience.
- Keep the amount of text on each slide to a minimum. Most presenters confuse the audience with too much information. Use larger sized bullet point type wherever possible and avoid white text on light colored backgrounds as it is difficult to see.
- Do not utilize jargon or little understood abbreviations. Always use layperson's English. Give simple examples to make your point.
- With the exception of logos and trademarks, exaggerated stylized type/fonts are not recommended as they reduce legibility and comprehension.

# Company Name, Inc.

Presenters' names and titles

# Describe your Product or Service

- Ensure that you clearly communicate what your product or service is. This slide should encompass your “elevator speech”.
- Do not use jargon or abbreviations so that investors not familiar with your industry can easily understand.

# Customers

- Describe your current and/or targeted customers.
- How do customers benefit from your product/service?

# Product/Service

- How is your product/service unique?
- What is your competitive advantage?
- Evidence of market acceptance.
  - Proof of concept.
  - Customer acceptance to date.

# Protection

- What intellectual property protection or other competitive barriers do you have?
- Patents?

# History of Company



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

# Addressable Market

- Name the market.
- Size/growth?
  - Cite research sources.
- Trend of market?
- Domestic/global potential?
- Expected market share capture?
  - Bottom up calculation.



# Competitive Landscape

- 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?
  - Direct, internet, or channel approach?
- Sales strategy?
  - How will you gain market share?
- Brand awareness?

# Partners/ Outsourcing

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

# Financial Summary

- 4 year projections

	2016	2017	2018	2019
Net Sales				
Operating Expenses				
EBITDA				
Net Earnings				

- Identify key financial milestones.
  - Breakeven dates.
  - Number and size of financing rounds required.
  - Exit date.

# Execution Team



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

# Investment Offering



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

# Exit Strategy

- Describe exit strategy.
- Estimated timeline to exit?
- Likely acquirers?



# Summary Slide



- 3 points on why T3 should invest in you.
- Closing “hook” to remind us of market pain and how you solve it.