



## *Investor Presentation Template*

These slides outline **SOME** of the information our NBA members are used to seeing. This format should in no way replace the information contained within your presentations. This background should not be used in your own presentations.

# *Presentation Overview*

- Tell us what the company does
- Sell the value proposition to the customer
- Logically explain the go-to-market strategy, defensible IP/ barriers to entry
- Sell us on the team, why your people will make the company successful?
- Let us know what the deal is (investment to date, premoney valuation range, funds sought and a summary use of proceeds or milestones to be achieved).

# *What your company does*

- Short, to-the point, description of what your company does or intends to do.
- This can include screenshots of your product...

# *Market Need & Opportunity*

- Why will customers want this product or service?
- How large is the market that your company is expecting to enter?
- Is the market growing, stagnant, unknown, declining?

In XXXX years, what percentage of that market do you realistically think your company is capable of capturing

- Based on what assumptions?

# *Product Development Stage*

*(optional slide – may be condensed onto another slide)*

- Still needs to be designed/ developed?
- Designed, needs to be manufactured?
- Beta versions?
- Ready for sale, needs to be marketed and sold?
- (Please elaborate)

# Competitors

- Does your company have competitors, if so describe what they are doing and why/how your company is doing something similar at a lower cost or better performance OR how your company is differentiated and why your company has the better solution to fill the market needs?

# *Competitive Advantage*

- Defendable IP?
- Pervasive Market?
- Strong Management Team?
- Have Done this Before with similar company?
- Unique knowledge of marketplace?
- Etc?

# *Customer Value Proposition*

- Why exactly a customer will want this product over those that exist in the market?
  - Smaller?
  - Cheaper?
  - Better?
  - Faster?
  - New innovation?
  - Combination of Above? Etc....
  - Will your product or service become ubiquitous or lead your market and why?



# *IP Position or Traction (optional slide)*

- Has your company issued patents?
  - How Many? What do they cover?
  - Are they provisional, pending, etc.?
- When does patent counsel think they will be issued?
- Are you planning to issue additional IP or do you have other barriers to entry? *Elaborate.*

# *Go to Market Strategy/ Plan*

- This can include customer acquisition/product development/marketing & sales timelines

# *Market Traction, Progress made?*

- How far along is your company in the gaining of customers, suppliers, vendors, manufacturers, OEM relationships, partnerships, alliances?

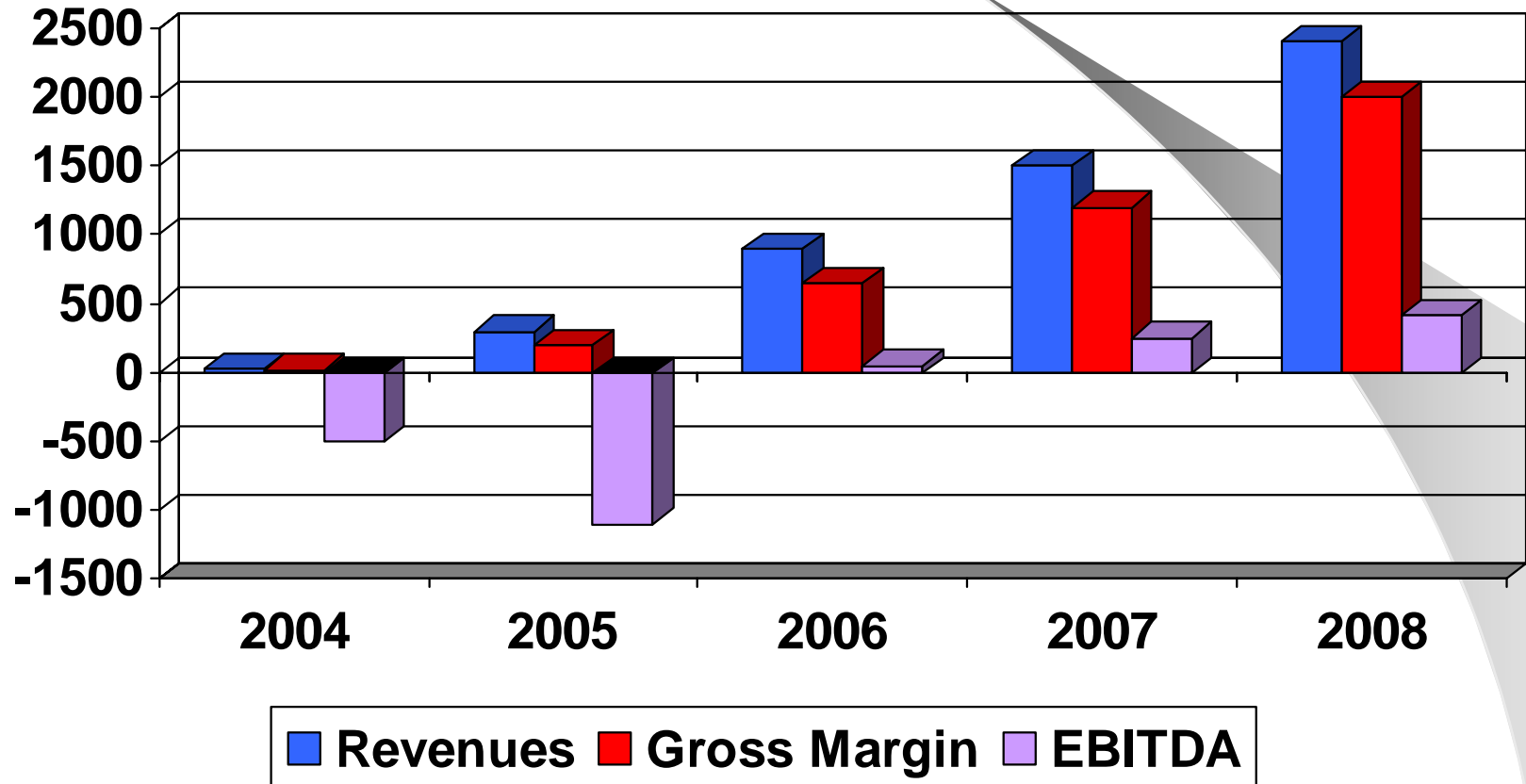
# *Management Team or Relevant Experience*

- What are the backgrounds of your executive team or principals?
- How are their backgrounds relevant to making your company a success?

# *Immediate Needs of the Company, if any (optional slide)*

- Hire these positions????
- Develop this technology???
- Partner with these companies....???

# Financial Projections



# *The Deal*

- Investment to Date:
- Pre-Money Valuation (what you think your company is worth today)
- Funds Sought/Needed/Requested
- Summary Use of Funds:
  - Use 1
  - Use 2
  - Use 3