



**YOUR COMPANY NAME**

**Presenter**

**Date**

# Business Positioning

- ✓ **One sentence**
- ✓ **Generate excitement**
- ✓ **Past successes - briefly**
- ✓ **Set the stage for the opportunities to come**

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# Value Proposition

- ✓ **Why is your product needed?**
- ✓ **Give an example of a successful customer deployment**
- ✓ **State clearly why you have a compelling business proposition**

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# Opportunity in Market Place

- ✓ Present your target markets
- ✓ Quote reputable sources for your size of market estimates
- ✓ How will you reach your prospects?
- ✓ State your market penetration goals and why they are realistic

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# **Brag about your offering**

- ✓ **What are the benefits of using your products or services?**
- ✓ **Brief company history if relevant to support your enthusiasm**
- ✓ **More success stories**

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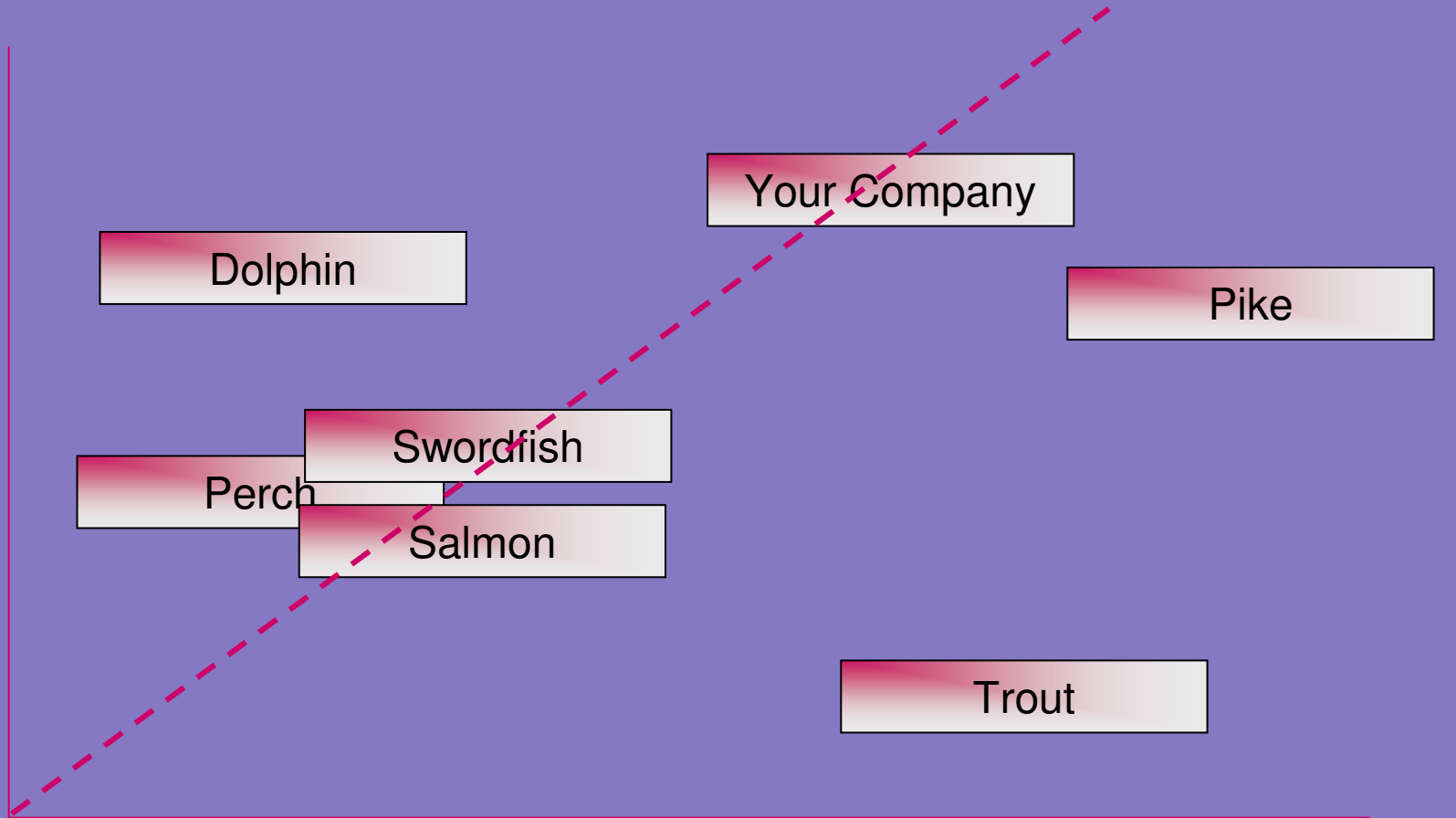
# Competitors

- ✓ **What are the benefits of using your products or services?**
- ✓ **What is your specific advantage over your competition?**
- ✓ **Don't forget to deal with the *perceived* competition**

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# Competitive Landscape

Robustness of Offering



Price

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# Business Development

- ✓ **Your launch and market penetration strategy**
- ✓ **Your sales and distributions channels**
- ✓ **Your promotional strategy**

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# Business Team

- ✓ **Prior entrepreneurial successes**
- ✓ **Documented expertise in core business**
- ✓ **Ace marketers with success stories to tell**
- ✓ **Financial acumen**

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# Your needs

- ✓ **Business plan objectives**
- ✓ **Milestones to achieve break-even and positive cash flow**
- ✓ **Your key assumptions**

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# Financial Projections

	<u>Yr 1</u>	<u>Yr 2</u>	<u>Yr 3</u>
# of Widgets/year	000	0000	00000
Forecast (\$3K/each)	\$000k	\$00m	\$000m
COGS	\$00k	\$00m	\$000m
Expenses	\$000k	\$ 0m	\$00m
Gross Margin	(\$000k)	\$0m	\$00m

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# Return on Investment

- ✓ If IPO, give recent examples
- ✓ If acquisition, give recent comparable examples
- ✓ If long-term, sustained growth is your objective, how will your investors realize their ROI

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# Closing Remarks

- ✓ **What makes you unique**
- ✓ **Highlight the reason an investor would want to go in NOW**
- ✓ **Convey not only your personal excitement but your entire team's**

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**YOUR COMPANY NAME**

**How to contact you**