



10 Minute Investor Presentation Title Here

YOUR NAME AND COMPANY NAME HERE – SEE THE NOTES PAGES FOR MORE
INFORMATION ABOUT THIS PRESENTATION AND WHAT TO INCLUDE ON THIS
SLIDE

The Problem

- ▶ Define the problem, who has the pain
- ▶ Use graphs, a picture, or describe the problem
- ▶ Goal is for everyone to understand and “buy-in”
- ▶ Remember the PowerPoint rule for this whole presentation– when possible use visuals, stick to bullet points of a maximum of 5-7 words

The Solution

- ▶ Explain the solution to the problem and why it is superior to existing alternatives. Perhaps a short list of benefits/features. This is your value proposition.

The Technology

- ▶ This slide may not be necessary.
- ▶ Use layman's terms to explain your product/service (the solutions).
- ▶ Use photos, diagrams, etc. to help

To Date

- ▶ This slide may not be necessary
- ▶ What have you done to date? What progress? What is the status of development? Proof of concept? Launch? Sales?

The Market & Customers

- ▶ This slide should demonstrate your understanding of the size and composition of the target market. Feel free to use charts, customer profiles, etc. Be sure to prioritize segments – explain which is your initial market.

The Competition

- ▶ This slide demonstrates your understanding of the competitive environment. Direct competitors? Indirect competitors?

Sales Strategy & Key Partners

- ▶ This slide should cover how you will reach your customers. How do you sell your product? What are your channels? Who are your partners?

Revenue Model/Revenue Streams

- ▶ This slide should cover how you will make money. Provide a diagram of your value chain/business environment and stakeholders.

The Management & Key Partners

- ▶ This slide tells why THIS management team is the team to bring this product/service to market. Who is the team? Who are partners? Who are advisors?

The Financials

- ▶ This slide tells the cost structure. Financial projects go here.

The Future

- ▶ This slide covers next steps for the company.

The Offer

- ▶ This slide shows the ask. What are the funding requirements. If this is not an investor presentation, this slide is not necessary. This slide should cover prior funding, current ask, and how the funds will be used. It should also detail potential future rounds as well as an exit strategy.