

Company Name

Speaker Name

Company Overview

- Clearly state your mission and pitch. Be concise!
- This is your elevator pitch. You have 10 seconds to hook them.

What problem do you solve?

- What problem are you focusing on with your target market?
- How big is the problem → Market size (Bottom-up & Top-down).
 - AVOID MARKET RESEARCH “BS”.
 - Total Addressable Market more important than Total Market Size.
- Give examples of specific customers who voiced the problem.

How do you solve it?

- How are you going to address the problem in your target market?
 - Keep in mind the economic impact
- Describe products and benefits.
- What is the architecture and where does your product/service fit in.

Your Competitive Advantage

- Do you have a technology edge? If yes, describe it.
- Do you have patents pending?

Competition!

- List your top 3 competitors and highlight your advantages and how you will win.
- Move the goal post on your competition. This means change the ground rules. Show your knowledge.

Market Execution

- How will you win in the market?
- How will you sell the products?
- What is your Go-to-Market strategy?

How will you make Money?

- Show the high level financials to the money making.
- Example: $\text{Rev./Sales} - \text{Cost of Sales} = \text{Profit}$.
- Bring detailed financials handouts with you.

Who will make this Plan Happen?

- Key team members and their backgrounds?
- Why is this a good team?
- In what areas do you need to hire?

Fundraising

- How much have you raised and from who?
- How much money do you need?
- Summary of Terms (if applicable)
- Detailed timeline in graph format :
 - Show major events & where additional funds would be required for such events

Summary

- 3-4 bullets.
- Why are you different?
- Why you will succeed?
- Why should someone invest?
- When should they invest?

Thank You

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