



Fidelman & Co.

VC Investment
Presentation Outline

What an Investor Looks For



Vision

- Are you thinking big?
- Have you identified an opportunity large enough to generate significant return?
- Scalability



Clarity

- Have you clearly identified a problem/market need which your product/service addresses?
- Have you clearly articulated how your solution solves the problem?
- Is the value proposition easy to understand?



Experience

- Is the Management Team qualified to solve this problem?
- Can you sell? (Your company, product, self?)



Risk

- Market Risk: Size, Adoption, Competition
- Technology Risk: Does it work? Can someone copy it?
- Execution Risk: Enough money? Strong co-investors?
- Management Risk: Experienced and Flexible?

Tips for the Presentation



Be Concise

- Include an Executive Summary
- Use a “bottom-up” analysis of the market opportunity
- Be realistic with projections



Be Clear

- Use plain language and avoid jargon
- Discuss the problem, market size, and explain how your solution addresses that problem
- Use examples and/or screenshots whenever possible



Do Not Avoid Discussing Risks

- Market Risk: Discuss competition and recognize that Market Adoption is always a factor.
- Technology Risk: It's OK to sell an idea or MVP, but don't try to sell your investors that you're further along than you are.
- Financial Risk: Don't be greedy with equity and do not run out of cash
- Execution Risk: Have a back-up plan and expect there to be bumps in the road
- Management Risk: Discuss experience, successes and failures. Explain how they're relevant to the current business and be upfront about management team weakness -- Every team has room to grow

Questions that Should be Addressed

1

Key Questions

- What problem do you solve?
- What is your product?
- Who is the customer?
- Who will sell it?
- How many people will buy it?
- How much will it cost?
- How much will you charge?
- When will you break even?

2

Products

- Why would anyone buy your product?
- What will it look like?
- When will it be available?
- What is the product name?
- How are you different from competition?

3

The Customers

- Do the customers think it's a good idea?
- Who is the real customer?
- How much will the customer pay?
- What drives your customer?

4

The Competition

- Who is your competition?
- What are they doing?
- What is their value proposition?
- What are their secrets?

5

Market Research

- What do the experts say?
- What do the numbers say?
- What do the users say?
- What is on the web?
- What does the media think?
- Where is the market heading?

6


The Marketing Strategy

- What is your strategic objective?
- What is your marketing objective?
- How will you sell/support the product?
- Who will generate demand?
- Will you need marketing and/or sales?
- What is the marketing plan?
- How do you become front page news?

Cover Slide

1. The cover slide should offer Title/Name of Company and a tagline (if you have one).

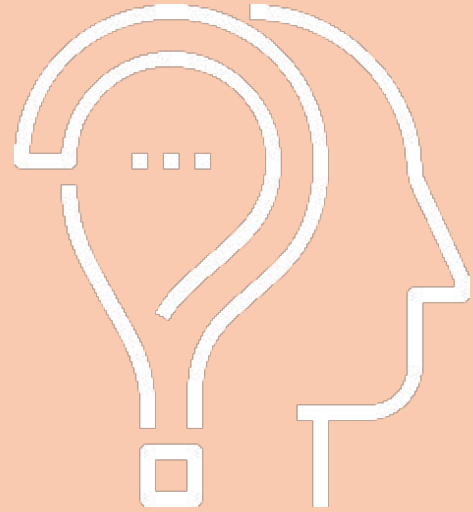
2. Presentations force you to describe your business to the audience in very few words.



Problem

What is the problem your company is addressing?

- Explain the pain.
- Each problem listed on this page will need to be addressed, directly on the solution page.



Market Opportunity

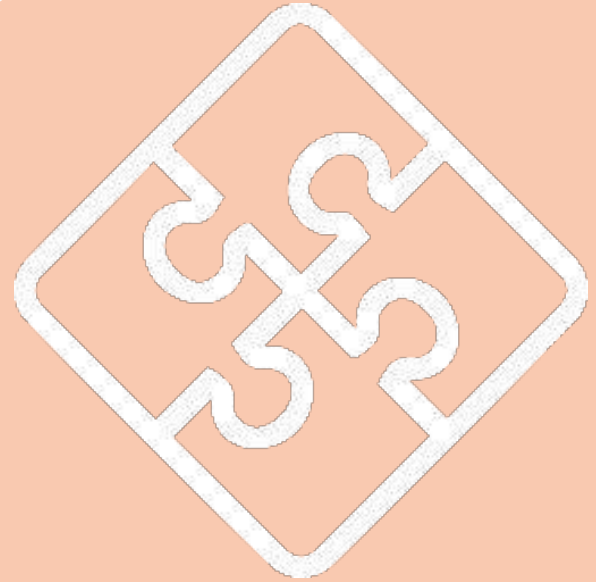
What is the market opportunity?

- How big is it?
- Start from overall market and funnel down to the specific niche you will be targeting



Solution/Product

- 1 What's your solution to the problem?
- 2 What is your product or service?
- 3 How does it uniquely solve the problem compared to existing solutions?



Business Model

How will your product be sold?

Subscription, Up-front Fees, Recurring, etc.

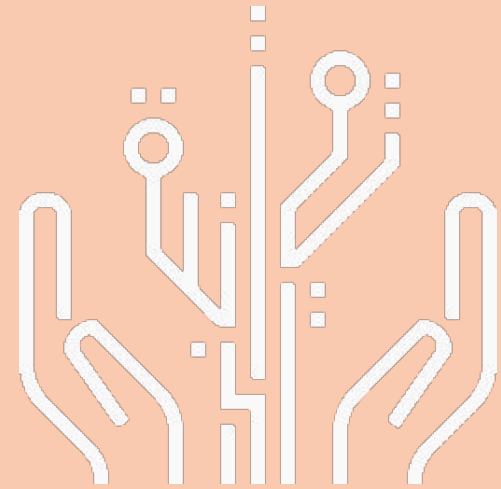
What is required to become profitable?



Technology / “Special Sauce”

Provide more detail on the technology and/or process that you have developed to deliver your unique solution.

- If appropriate, discuss patent



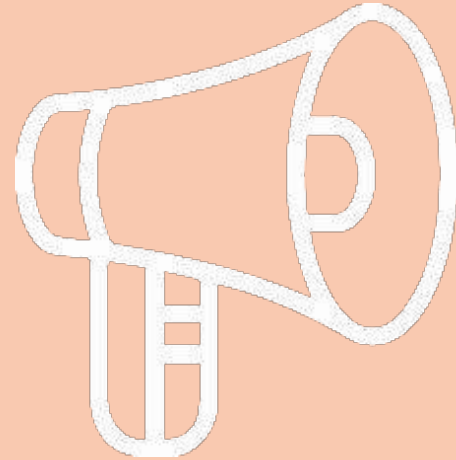
Marketing and Sales

Target Customer

- Who are your existing customers?
- Who is your target customer?
- What defines an “ideal” customer prospect?
- Who actually writes you the check?
- Use specific customer examples where possible.

What is your Value Proposition

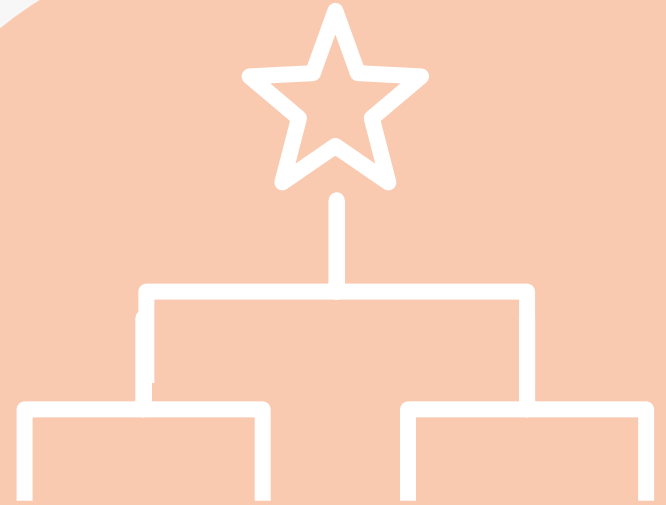
- What is your value proposition to the customer?
- What kind of ROI can your customer expect by using (buying) your produce/service?
- What pain are you eliminating?



Competition

Competitive Landscape

- Who is your existing and likely competition?
- Who is adjacent to you (in the market) that could enter your market (and compete) or could be a co-opted partner?
- What are their strengths/weaknesses
- Why are you different?
- Be sure to anticipate competitive responses (before the audience does) and NEVER deny that you have competitors.



Management Team

1

Who is the Management Team?

- Highlight backgrounds.
- What is their experience?
- Relevant successes/failures?
- Include board members and advisors.
- What pieces are still missing and what is the plan to fill those positions?

2

Why is this team uniquely suited to this opportunity?

Milestones and Projections

1

Milestones

- What have you accomplished to date?
- Show off early successes.
- Include product timeline.

2

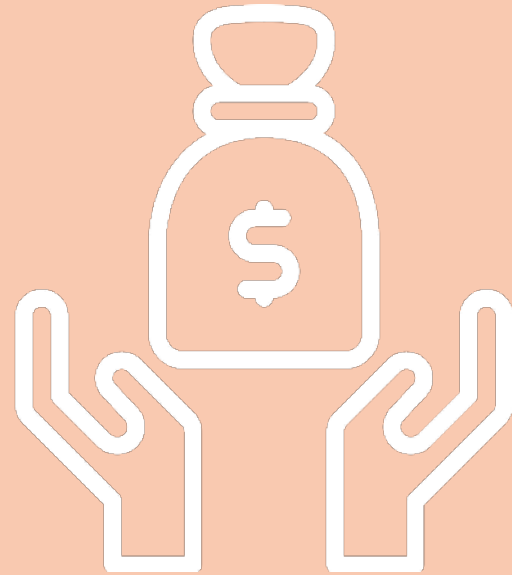
Financial Projections

- Include a summary of your projected income statement.
- Make sure to show revenue, key expenses, cash balances, and headcount.
- Include customer or unit sales count.
- It should be clear how you expect the company to perform top line and bottom line three years out and how much capital will be required now and later.

Summary Terms

What are the terms for the current fundraiser?

- Include funds already raised and summary terms.
- How much money are you raising?
- Use of funds?
- How long will the capital last and which milestones will be accomplished by that point?
- How much additional funding do you anticipate raising and when?



Contact

Contact Page

Include name of company and main contact person for investors/audience this presentation was sent to

Address, phone number, email, etc





Fidelman & Co.

**Working together to streamline
operations and strategy.**