

Sample Financing Presentation for Company X

Presenter Name
Date

- Background information
- Key differentiating factors
 - Financing background
 - Grants received
 - Customers
 - Market size

Company Snapshot

- The Problem
 - Customers and their needs
- Existing Products
 - Current sales
 - Shortcomings based on attributes and/or performance metrics
- The Solution – attributes that excel over competition
 - Cheaper, faster, etc.

The Market Pain

- The Technology

What is it? What can it do? Why is it better? What is proprietary and is it patented? What are its performance attributes versus existing products or the state of art? Why is it attractive to customers? Who are the customers who initially would adopt it?

Our Solution

- Total Market
 - Pie chart
 - Market growth rate
 - Sales by major products
- Market Segments
 - Key segments to focus on
 - Key products in segments

The Relevant Market

- Customer types
- Market need
- Performance attributes
- Market size
- Product solution
- Why it can be done quickly (near term), or it will take more time (mid-to-long-term)
- Risk versus return profile

Key Value Proposition

- Existing Competition and Products
 - Identity of product, sales, strengths and shortcomings
- Proposed Solution
 - Description
 - Design features
 - Differentiation and advantages

Competition

- Substantiate why solution is competitive
- Graphs, tables, surveys, test results, pre-clinical and/or clinical trial results
- Matrix of benefits and competition
- Statistical significance

Differentiation

- Competitive advantage secured by patents or other barriers to entry (including customers, partners, alliances)
- Basis of the intellectual property
- Source of the intellectual property
- Patents filed
- Patents issued

Intellectual Property

- Those accomplished
- Upcoming milestones
- Critical events (product launch, etc.)
- Cost drivers
- Dependencies

Milestones

- Strategy for product development
 - Manufacturing plans, regulatory, statutory, etc.
- Existing Products
- Strategy for commercialization and product positioning
 - Customer segments
 - Channel partners
 - Pricing
 - Distribution
 - Manufacturing

Business Model

- Sales
- Cost Drivers
- Time to Breakeven

Financials

- Names of key management, Board of Directors, Advisory Board
- Positions
- Tasks
- Relevance of backgrounds

Management Team

- \$X
- Use of proceeds for specific milestones over 1-2 years

Financing Needs

- We have a solution to a major problem
- We have advantages over the competition
- We will focus on our milestones

Summary