

Investment Handout Template

[Date]

This template provides a storyboard for the flow and content of a KAI Investment Handout.

Get to the important strategic concepts logically and quickly. Imagine you are under a magnifying glass for integrity, commitment and judgment. Have enough details such that everything you put into this handout must be reasonably understood by anyone without the need of a verbal accompaniment. Use simple fonts (e.g. Arial) and no fancy spinning logos. Investors are not potential clients hearing a Sales Pitch. To them, using terms like “best”, “first”, “leading”, or “no competition” really only means you are no different than anyone else.

Company Name Inc.

Key Value Proposition. A series of five or six sentences that clearly captures the most important aspects of why this company represents a good investment (e.g. what problem is being solved or new thing being made possible; is there strong IP; is the clearly identifiable market and customer large and growing; product status, etc.)

Picture
(only if
this helps
explain
the
product)

Investment Handout
Month, 2016

CEO Name

President & CEO

Tel: +31 w xxx-yyyy

ceo@companyname.com

This slide is what is what will lie on the table and give the first impression

The slide must actively move the reader into your “value space” and often may be the first thing they will read about the company,



Table of Contents

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The Investor handout is a standalone document that is explicitly designed to be sent ahead to potential investors and strategic partners.

It will be up to 16-pages and its purpose is to give specific written and graphical information. Much like an Information Memo or PPM, the Investment Handout should have density in the key areas that Series A/B/C investors always want to know about.



Summary

Each slide must have a one or two sentence summary statement that captures the main point or “big idea” of the given page.

- Insert a concise overview of the value proposition, solution, competitive advantage, customer traction, if any.
- The purpose of this slide is to answer the question, “why us?” at one glance and hook investors to continue reading.



Solution

One or two sentence summary statement that captures the main point or “big idea” of this page.

- This slide should address the products and market with quantified benefits
- For example, “product X reduces work place accidents by 40%.”



Product (optional)

One or two sentence summary statement that captures the main point or “big idea” of this page.

- Optional slide to include more details/images about the product with next level of details



Market

One or two sentence summary statement that captures the main point or “big idea” of this page.

- State the target market (define the buyers, state the initial target geographic segments)
- Size the market TAM, SAM (make sure to clarify geography: US-only, global, etc.)
- Include sources for any external data used



Technology

One or two sentence summary statement that captures the main point or “big idea” of this page.

- This slide addresses the technology/breakthrough/innovation that makes the product/value proposition possible. i.e. the secret sauce.
- Think “How do I do what others cannot?” – the enabling and/or defensible technology.



Competition

One or two sentence summary statement that captures the main point or “big idea” of this page.

- Provide a concise competitive analysis; must address the status quo and also alternative solutions.
- Highlight the key competitive advantage over the status quo and any major competitor that an expert analyst could reasonably discover in your field.
- Include reputable sources for any external data used



Business Model

One or two sentence summary statement that captures the main point or “big idea” of this page.

- State go-to-market model (e.g. direct, channel, etc.) by major target geography, revenue model, standard pricing and margins, unit economics.



Market Validation

One or two sentence summary statement that captures the main point or “big idea” of this page.

- Include any reputable third party endorsements
- Key customers/partners who may have already signed up.
- Amount of back order if any



Key Milestones

One or two sentence summary statement that captures the main point or “big idea” of this page.

- Highlight the critical milestones achieved and those to be achieved with this round of financing
- Address market, regulatory, technology development etc.



Management

One or two sentence summary statement that captures the main point or “big idea” of this page.

- Include photos and management bios
- Address the question – “why is this team clearly and uniquely capable of doing this?”



Financials

One or two sentence summary statement that captures the main point or “big idea” of this page.

- 5-year projection of the company
- 2-year projection of any Chinese JV
- Highlight any key points that would be interesting to an investor
- Include key assumptions



Financing History

One or two sentence summary statement that captures the main point or “big idea” of this page.

- State current capital requirement, financing structure and anticipated existing investor participation in the current round
- List previous financing rounds (date, amount, type)
- Highlight any key previous investors



Exit Strategy

One or two sentence summary statement that captures the main point or “big idea” of this page.

- Input targeted exit strategy and timing – trade sale or IPO
- Targeted exit valuation
- Include comparables or recent acquisition in industry.
- Include sources for any external data used.



Risks

One or two sentence summary statement that captures the main point or “big idea” of this page.

- Include potential risks and mitigation

Company
Logo



Closing Slide

- Five bullets (max) that covers the major points you want them to remember or take note of

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