



Presented to [Investor Name]

[Date]

Disclaimer:

Information provided by [Business Name] in any and all material, including this slide deck, at meetings and throughout subsequent due diligence is prepared and shared in good faith on a best-efforts basis and is based on information and expectations current and available at the time of production. The actual future performance of [Business Name] is subject to risks and uncertainties including market conditions and other factors outside of [Your Business Name]'s control.

EXECUTIVE SUMMARY

[Business Name]'s Story

Be clear about the purpose of the business, why the company does what it does, its differentiation and why an investor would want to back it.

- the why?
- the how?
- and the what?

Why the company exists (its purpose), how it does what it does that makes it compelling (its processes) and what it does to address the why (the result).

THE PROBLEM WE ARE SOLVING

Explain what's broken or could be significantly improved and the opportunity that presents

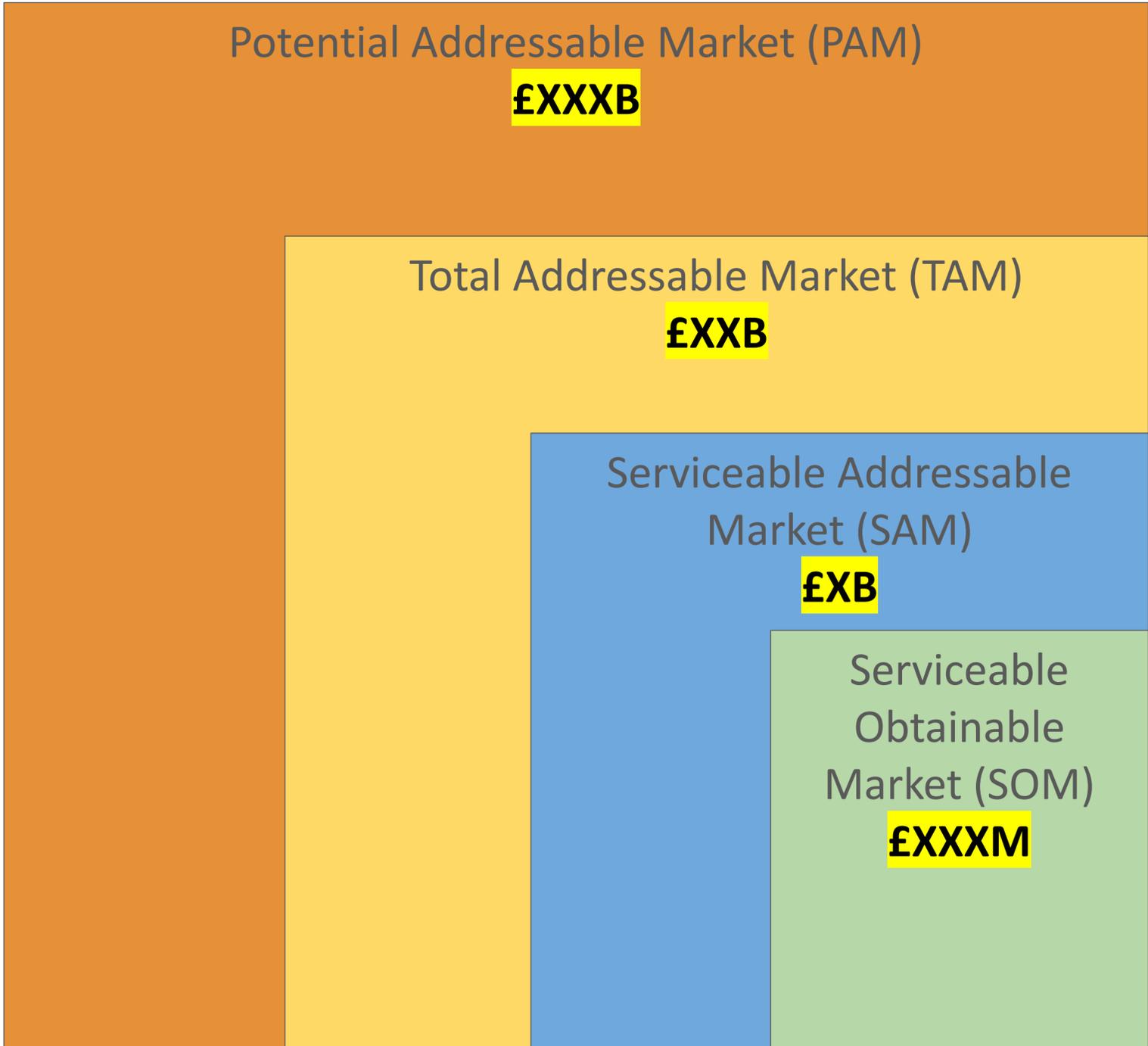
- Start with a clear definition of the problem, why it's a problem that organisations will be motivated to fix and what benefits they will accrue
- Is it a newly identified need or demand or a trend that is emerging which is not being exploited or addressed?
- Or is there a well established demand but your offering is novel? eg acquisition cost and / or cost of ownership is lower, quicker to realise the benefits, improved tangible outcomes for the customer / the business / employees and any other stakeholders?
- Do customers know they need it? ie will you have to educate a market?

[Business Name] VALUE PROPOSITION

Describe your offering and why it is compelling

- What are its USP's?
- What makes your offering better?
- What's the competitive advantage?
- What clear and tangible benefits does it deliver to the customer?
- What does the commercial case to the customer look like?
- How will you be able to deliver your offering sustainably and profitably?
- Why would a customer keep on buying and using your offering?

MARKET SIZE AND OPPORTUNITY



PAM

the global market for these goods and services without any restrictions of geography and other factors



TAM

the core market in need of your offering (not necessarily that can afford it)



SAM

the customer part of the TAM that can actually be reached



SOM

the part of the SAM that your company is able to occupy, taking into account the strategic development of this market and competitors actions

TARGET AUDIENCE



SUB HEADING

What are the constituent parts of your target audience?



SUB HEADING

Which are the focus groups and how / why have they been identified?



SUB HEADING

What do the focus groups in the target audience find most compelling about your proposition?



SUB HEADING

Details about your audience demographic, market sector / segment, geography



SUB HEADING

Further details about your audience



SUB HEADING

Further details about your audience

THE COMPETITION

Describe how your offering fits into the competitive landscape

Competitive analysis that lays out the competitive landscape and ecosystem, *including substitutes*, supported by assessment of advantages against them.

Any independent, verifiable source to support claims such as Gartner Magic Quadrant is useful.

Illustrate what the competition is doing and why. Are you leading, following or plotting an alternative strategic trajectory?

Highlight your main competitors along with their strengths and weaknesses. Pay attention to geography and market sectors and segments if they are relevant factors. Are they genuine alternatives within the same customer segment, how does their pricing compare and how does that map to product / service offering differences? What are their main routes-to-market and their key marketing messages. What is their reputation?

HOW WILL [Business Name] BUILD A MOAT OR STORM THE HILL?

HOW YOU'LL PROTECT YOUR BUSINESS 1

Details of how you'll protect your company, decreasing price sensitivity, because your clients choose you first and gravitate toward your brand.

HOW YOU'LL OUTSMART THE COMPETITION 1

Increased customer attraction and retention details.

HOW YOU'LL PROTECT YOUR BUSINESS 2

How you'll increase the perceived value and affinity toward your products and services.

HOW YOU'LL OUTSMART THE COMPETITION 2

Why will your customers seek out your brand and come back frequently?

SALES & MARKETING STRATEGY

How are you going to acquire, retain and develop customers? Through what channels? And at what cost?

- What are your core marketing messages? How do these vary between customer segments, industry sectors, geographies?
- What are the most effective marketing channels through which you engage your target audiences and existing customers?
- How does marketing support the most effective sales process? Can marketing engagement help shorten sales cycle time?
- What are the primary sales channels and what resources are applied to each? How do you measure the cost and relative effectiveness of each route-to-market?
- Is the sales effort required to secure or retain a customer commensurate with the revenue and profit contribution from that customer? Could sales (and ongoing customer maintenance) be achieved with a lighter touch?
- What role does sales and marketing play in informing product and service enhancement? What feedback loops are in place to gather information from the field?

PRICING

How did you arrive at your pricing model?

How was pricing validated? What makes this pricing structure appealing to customers? How does this model lend itself to up- and cross-selling opportunities?

Is price dependent on the route to market? Are some channels more profitable than others? How does cost of sale vary by channel and customer segment / geography?

SERVICE NAME £XX

Description of the service, how it's charged, contribution to revenue / profit

PRODUCT NAME £XX

Description of the product, how it's charged, contribution to revenue / profit

SERVICE NAME £XX

Description of the service, how it's charged, contribution to revenue / profit

PRODUCT NAME £XX

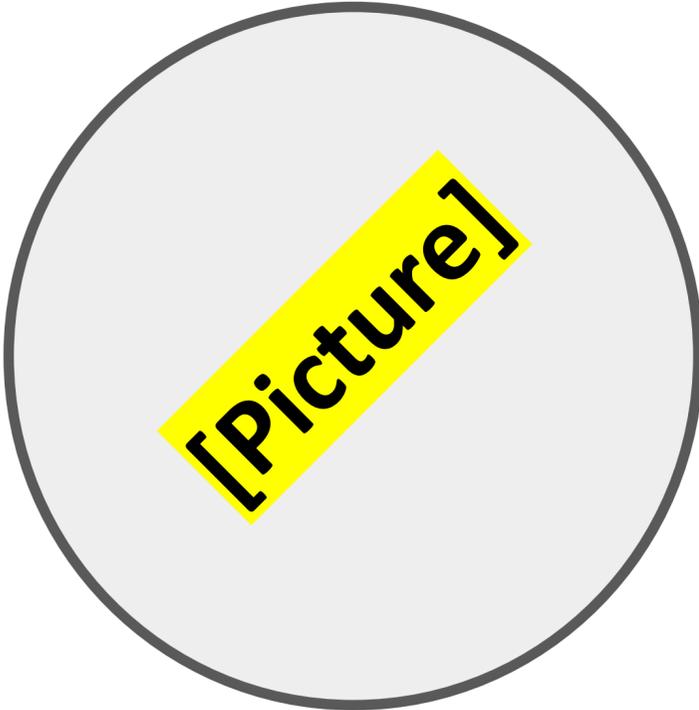
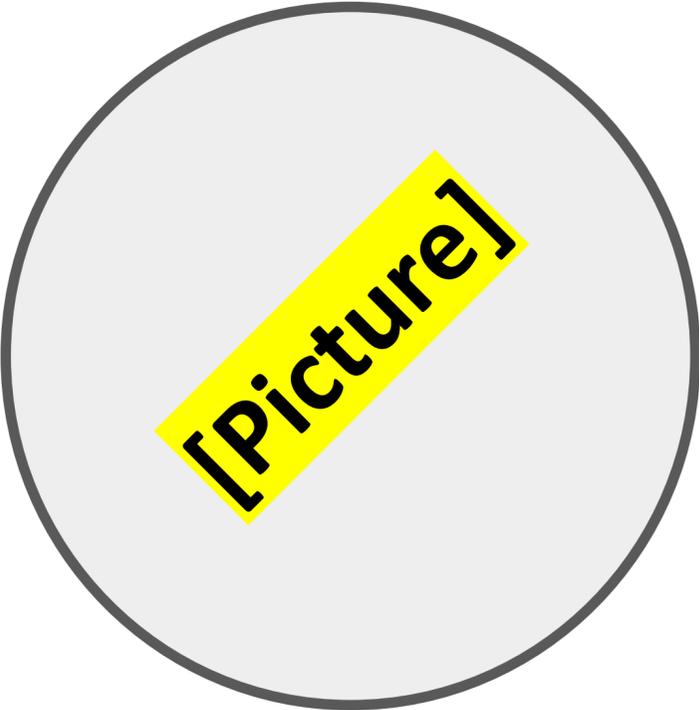
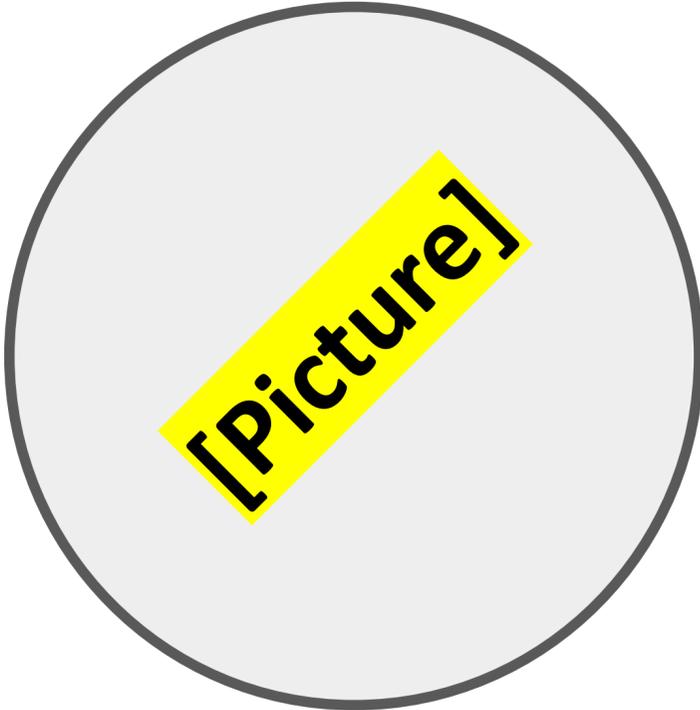
Description of the product, how it's charged, contribution to revenue / profit

PRODUCT / SERVICE ROADMAP

What enhancements are planned, over what period, and for what return?

- Explain how you arrived at the features you intend to add to the existing product/service and/or what complimentary products/services you intend to launch.
- What market or customer verification has there been? Will they open up a new customer segment/industry?
- What are the associated costs for these additions, when can they be implemented and how quickly can those costs start to be recovered? How long will it take to recoup those costs fully and for them to make a net contribution?
- Will these additions drive new and cross/up-sell opportunities?
- How will these additions make you more competitive and/or enhance the differentiation of your offering?

FOUNDING / LEADERSHIP TEAM



[NAME]
[Job Title]

[NAME]
[Job Title]

[NAME]
[Job Title]

Brief description of role and responsibilities along with credentials for the job.....
.....

Brief description of role and responsibilities along with credentials for the job.....
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Brief description of role and responsibilities along with credentials for the job.....
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TRACTION TO DATE

KEY METRIC 1

Description and why it's important

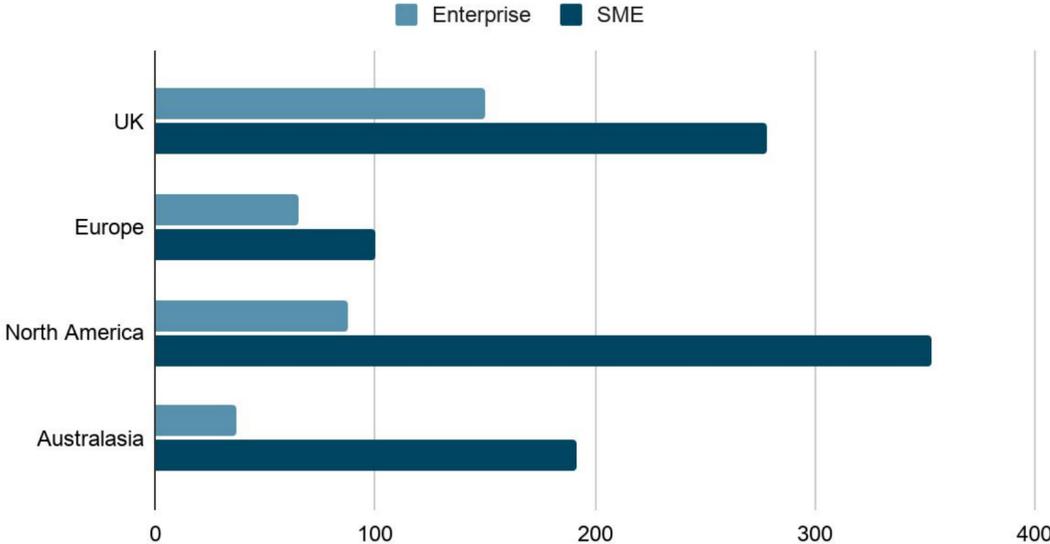
KEY METRIC 2

Description and why it's important

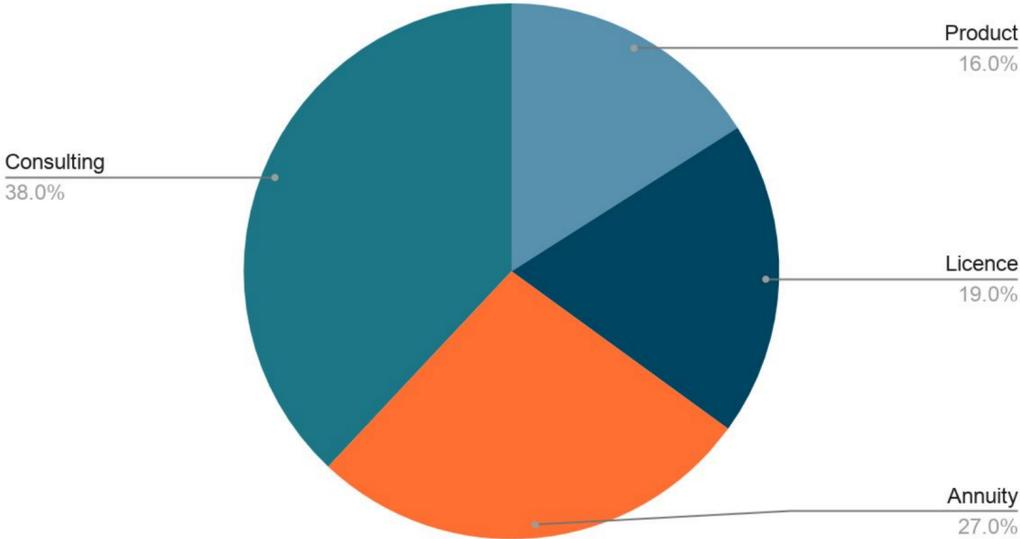
KEY METRIC 3

Description and why it's important

Units Installed



Revenue Contribution



WHAT CUSTOMERS SAY...

“

[Customer Name]

This is what impact using these products and services had on our business - cost saving / time to market / greater insights / improved profit / better customer satisfaction / happier more loyal staff / etc

[NAME]

[Job Title]

”

“

[Customer Name]

This is what impact using these products and services had on our business - cost saving / time to market / greater insights / improved profit / better customer satisfaction / happier more loyal staff / etc

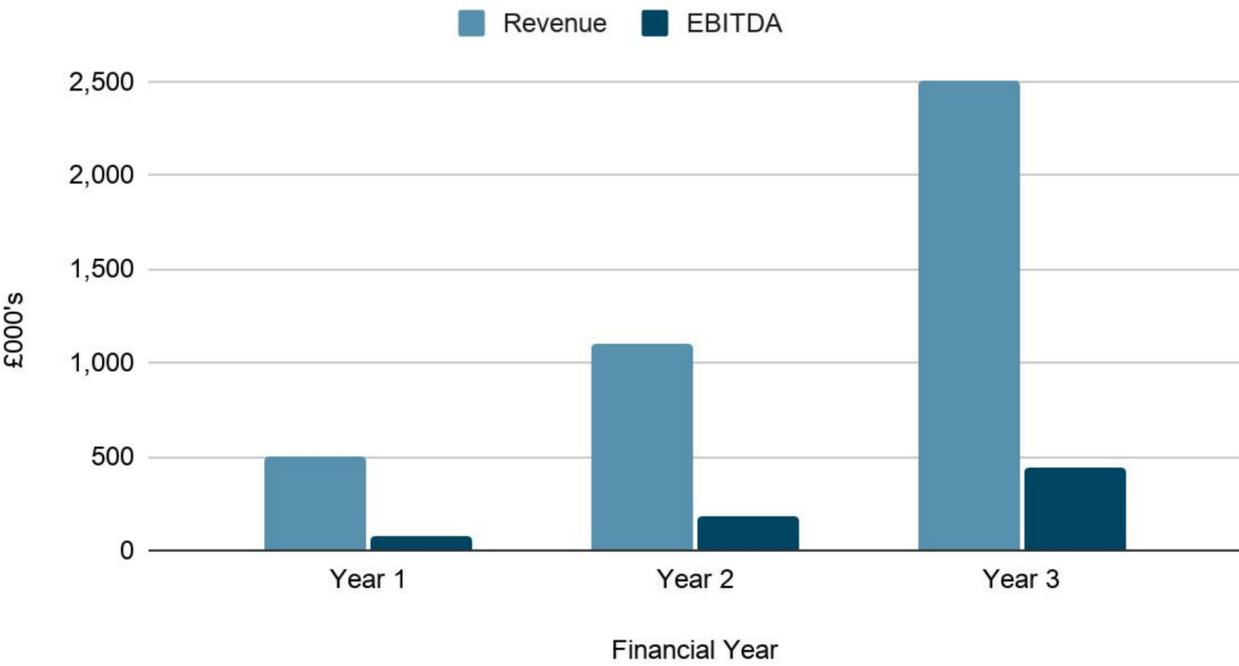
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[NAME]

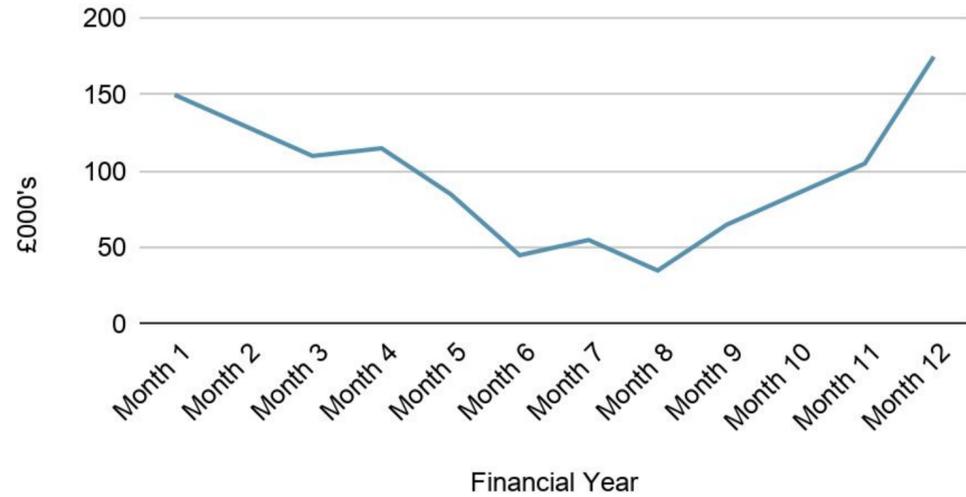
[Job Title]

FINANCIALS I

Profit & Loss Forecast



Cash Flow Forecast



KEY METRIC 1

Description and why it's important

KEY METRIC 2

Description and why it's important

KEY METRIC 3

Description and why it's important

KEY METRIC 4

Description and why it's important

FINANCIALS II

3-Year Forecast Profit & Loss

3-Year Forecast Cash Flow

ASSUMPTIONS

- Availability of qualified staff
- Assumption 2
- Assumption 3
- Assumption 4
- Assumption 5

RISKS

- Margin erosion
- Competitors with deeper pockets or greater reach
- Market sector downturn recession
- Risk 4
- Risk 5

MITIGATIONS

- Reduced cost of sale
- Maintain differentiation
- Align hiring with revenue growth
- Mitigation 4
- Mitigation 5

THE ASK - £XXX

DEVELOPMENT CAPITAL WILL BE USED FOR [PURPOSE 1] AND [PURPOSE 2]

Describe what improvement in performance the business will be able to achieve by having the investment.
How might the business capitalise on the opportunity if it was better funded?

[PURPOSE 1]

What the investment will be spent on and why

- Point 1
- Point 2
- Point 3

[PURPOSE 2]

What the investment will be spent on and why

- Point 1
- Point 2
- Point 3

EXIT PLAN

What is the preferred / most likely exit route?

- Explain the rationale for focussing on this exit route
- Identify the buyer pools, eg types of business, which geographies, sector focus. Name names if possible
- What are the key areas you will focus on to ensure value is maximised for this target buyer pool? Why will these be attractive to them?
- Will this approach need to change significantly if your focus shifts to a different buyer pool?
- What are the targets for the key drivers, shown below, that you will need to hit in order to be attractive to the chosen buyer pool(s)?

KEY DRIVER 1

EBITDA £

KEY DRIVER 2

ARR £

KEY DRIVER 3

Geographic coverage

KEY DRIVER 1

Number of active users

THANK YOU



07xxx xxxxxx



name@companyemail.com



your business postal address



<http://yourcompanydomain.com>



@twitter-business



@facebook-business



@linkedin-business



@instagram-business