Template slide pack for investment pitch
Guidance

- This is the information that would be expected
- You may not be able to provide it all in the first instance, but you should provide some initial assumptions
- Focus on the business information – you are selling a vision of an exciting opportunity to change the world
- Keep the technology information concise
- You can use appendix slides to provide further information if you wish
Executive summary

• Abstract/summary to be completed after rest of the pack
• To include Vision for the Business
Market need

• What is the market?
  – What problem are you solving and for whom?
  – Who are the key players?
  – Where are you in the value chain?
  – How will you get into the market?

• Market size?
  – Total Addressable Market / Specific Addressable Market

• Customer feedback?
  – Any interactions to date?
Value proposition

• What is the technology offer?
• What are the key benefits to customers?
  – Is there any cost analysis?
  – What are the advantages over the competition?
  – Why is it unique and for whom?
• How is the idea protected?
  – Details of IP protection
  – Freedom to operate
Strategy

• What is your business model?
  – Licence? Outsource? Manufacturing?
  – When will you have a product ready to sell?

• Summary of the value chain and position of newco

• Barriers to customer adoption
  – How will these be overcome?

• Financial model
  – Simple profit and loss, and cash flow
Competition

• What other solutions are currently available?
  – Think widely
  – If you have one or two competitors, you have probably not thought widely enough
  – Why is your product different?
  – Where is your competitive edge?
Seed stage plans

• What are your plans for the seed stage?

  E.g.
  – Team building?
  – New location?
  – Technology development?
  – Business development?
  – Cash requirement?
  – What value add point will you reach?
Longer term plans

• What are your plans after the seed stage?

  E.g.
  – Team building?
  – New location?
  – Technology development?
  – Business development?
  – Cash requirement?
  – What value add point will you reach and when?
Exit route

• Credible exit scenario and examples
• Capital required (best estimate)
  – To get to next value add point
  – To get to exit
  – Co-investors and progress with them
Team

• Current members
  – CVs

• Skills still needed
  – Recruitment plans?
Appendix

• To cover any further details that you want to give: eg on market understanding, technology, financial assumptions.