

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.