



Company Name

Presenter's Name

Title

WHAT TO PUT ON THIS SLIDE

Give an introduction to your business over this slide and why you have set up this business

WHAT TO INCLUDE ON THIS SIDE

Set the scene about your business

Give short overview of key achievements to date such as:

Stage of business:

- established and trading or prototype?
- Sales/ key Customers
- Funding obtained/ Own money invested
- Patents/IP registered

- Name, job title
- Relevant Experience (2 lines max)

- Name, job title
- Relevant Experience

- **Lead Investor / or Previous Investor**

- % of Equity owned by Management Team

WHAT TO INCLUDE ON THIS SLIDE

Include photos and logos of any key companies that you or your team have worked for.

Highlight any successful outcomes.

Refer to any credentials about investor and if made previous investments/exits

You can also Highlight areas of desired expertise (either through the investment/or through skills brought by the investor)

- What we do/offer
- What are the Benefits
- What problem does it solve?
- USP
- Product image or example?

WHAT TO INCLUDE ON THIS SLIDE

Make sure you talk about the benefits of the product/service to the customers and the niche in the market.

Keep it simple, clear and concise as to what it is and the unique functions.

Do not describe the features and avoid complex technical description!

- Existing or target Markets/customers
- Size (in € and units)
- Growth (in %)
- Third party research
- Competition
- **International market objectives**

WHAT TO INCLUDE ON THIS SLIDE

- Describe current markets and customers.
- Describe specific opportunities already identified for international markets and targets for expansion.
- Name countries/targets if known.
- How do you back up your claims about market size/growth potential?
- Refer to any known competitors

- Sales Model:
 - Direct/Indirect
 - B2b and B2C
 - Recurring revenue
 - Commissions
- Business Scalability and in international markets:

WHAT TO INCLUDE ON THIS SLIDE

1. Describe your pricing/sales models:

How much Direct/indirect sales? (€/%) (e.g. 40% of our “products” are direct sales Cost x volume)- describe direct/internet business to customer/ business to business

How much revenue through Recurring or established customers (€/%)

How much through Commissions, etc. (€/%)

2. Show clearly How you plan for sales to be expanded/scaled up in an international context

Trading History & Forecast

€000s Y/E (x)	2006	2007	2008F	2009F	2010F
Sales	50	150	410	1070	3100
Gross Profit	40	-20	115	466	1050
Net Profit	15	-150	-40	290	575
Customers	30	17	22	40	55

* Be sure to use round, easy to read numbers

Investment Proposition

1. € investment sought for a negotiable equity stake
2. Investment already identified for this round
3. How the investment will be used
4. Other opportunities for international investors
5. Comparable exits/outcomes
6. Investment Summary

WHAT TO INCLUDE ON THIS SLIDE

2. Highlight level of investment already identified towards this round - refer to lead investor or fund
3. State clearly what the investment is to be used for with an emphasis on why you want international funds
4. Make the benefits to investors clear- what will the likely return/outcomes from the investment be (trade sale, mbo, acquisition, AIM, etc) and
5. refer to comparable exits by known companies where known
Over what period of time is the investor likely to be invested in the company/how long till an exit?

3 reasons to invest in your company