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- The following slides are intended as a basic guideline for presentations to angel investors
 - TVAN does not endorse or require these slides be used by entrepreneurs
 - The intent is to highlight some of the most common areas of interest
 - Remember: You have 20 minutes to highlight your idea, develop your credibility, and generate excitement for your opportunity
 - The slides are only a backdrop for a prepared presenter

Company Name/Logo

Tag Line

➤ **The Product**

The Market

The Platform

Team

Competitors

Potential

Revenues

Investment

➤ Describe product in simplest terms

➤ Define key attributes/differentiators of product

➤ Describe how the product is used

➤ Touch on any early adopters, beta sites, real users, potential contracts, etc.

➤ Use a graphic to show the basic flow of information and usage of product

➤ The goal is to educate a broad audience that may know nothing of your industry or how your product works and how it can help

Include a simple graphic if
It helps to tell the “story”



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➤ How big is the market

➤ How will you reach this market

➤ What are realistic short and long term market penetration targets

➤ How will you avoid being easily copied or reproduced in the market

➤ What is your lead time or competitive edge (patents?)



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➤ What is the platform (infrastructure, technology, and/or process) that makes this unique

➤ How will your platform make this easier, more efficient, better to use

➤ What exists and what has to be created

➤ What partnerships if any help to ensure your success using this platform



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➤ Who are you and who will run this business

➤ How much time, sweat and \$ have you invested to date

➤ What key positions still need to be filled

➤ What advisors/investors are involved

➤ What are the strengths And weaknesses of the team



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➤ Who are the big competitors in this game and what do you know about them

➤ What differentiates you from them

➤ Are there interesting stories of competitive success or failure that you can highlight

➤ Do you have testimonials that show you're going to be competitive



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➤ **Potential**

Revenues

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➤ How big can this market be in 1-5 year horizon and beyond

➤ Any real research that can be sited

➤ What is your assumed adoption rate of this product in the market

➤ What market share are you counting on over time and how can you substantiate forecasts



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➤ **Revenues**

Investment

➤ **Simple graphics that show realistic revenues and net incomes over 5 year period**

➤ **Highlight base assumptions**

➤ **Ensure that audience can quickly see when profits kick in**

➤ **Make detailed financials available upon request and be prepared to answer questions**



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The Product

➤ How much money do you need

The Market

➤ Is this the only money needed to succeed

The Platform

➤ If not, how much more

Team

Competitors

➤ Simple but clear Use of Proceeds:

Potential

➤ How will you use this money

Revenues

➤ **Investment**

➤ Be prepared to discuss valuation and investment type (i.e. equity, debt, convertible debt, etc.)



Company Name/Logo

Tag Line

➤ Your Contact Info
