

# SBEC Presentation Outline

# Product & Company Overview

- Give a clear and succinct explanation of what your product/service is and does; address the problem & solution of product provided by your company. Please include graphics, screen grabs, etc.
- Why they are attractive to targeted customers
- What is the customer benefit

# Market Overview

- Describe market size anticipated, market share, target customer, and what is in the pipeline
- Identify market size and prospective growth
- Identify your product's positioning within the market. Describe any market trends.

# Market Entry

- Outline your market entry strategy, partnerships, alliances and sales strategy
- Describe your sales and marketing plan (briefly). If applicable, explain business model (e.g., how you make money). How does your marketing plan ensure that you will reach your targeted goals? Describe your product development plan and benchmarks you intend to achieve over time.

# Partners and Collaborators

- Identify existing and potential strategic partners and prospective pilot or test sites (or initial customers whether or not they generate revenue) for your products or services.
- Describe why they would partner with you and how the partnership would be a win-win relationship for you both.

# Competition

- Identify prospective competitors. Distinguish their offering as inferior to or different from your company's products & services or project offering. Identify differing market approaches, business strategy or focus, resources, etc.
- Provide a matrix showing comparison to competitors in the space; provide customer testimonials

# Barriers to Entry

- Describe what keeps others from entering the market and successfully competing against you. This includes intellectual property, patents, trademarks, and other company assets.

# Management Team & Key Employees

- Introduce the company founders and key employees. Give brief biographies regarding their backgrounds in the relevant industries and in business/technologies if applicable. How is the team uniquely qualified to build this particular business or project into a successful enterprise?



# Financial Projections

- Describe the company's annual revenue projections over the next four years. When will the company cross over into profitability? What are the expected profit margins?

# Investment Opportunity

- Describe how much money is being raised and the type of securities offered. Give a timeline for company-anticipated financings. Give company's pre-revenue valuation. Explain current breakdown of stock ownership (who owns what percentage).

# Use of Funds

- How will the money invested be spent? What allocations go to sales & marketing, research & development, company salaries, purchasing new equipment, securing leases, etc.? How is this allocation tied to your plan for effectively & efficiently scaling the business?

# Exit Strategy

- Explain how & when the investors will get their investment back. Identify the estimated returns on investment over what period of time. Will the company be acquired? Will it go on the public markets via an IPO? Explain how & why the company's business will ramp up & provide a return to investors.

# Resources Needed Beyond Capital

- Describe the resources beyond capital needed by your company (e.g., customer introductions, employee and partner referrals, etc.).

# Final Slide

- For the conclusion of your presentation, create a slide listing your contact information and company logo. Please display this slide during the Q&A session.
- This slide could include testimonials from customers or potential customers.