



Company Name

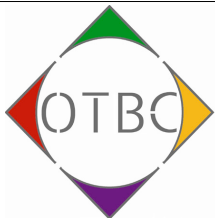
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Presentation to OTBC
Business Review Committee

<presenter 1>

<presenter 2>

<presenter 3<



THE PROBLEM/OPPORTUNITY

- What problem are you solving (or what new opportunity are you addressing?)
- Who has the problem? (i.e., who is your customer?)
- Why is finding a solution compelling?
- Have you validated the problem with at least 10 prospects?



THE SOLUTION

- How will you solve the problem (or address the opportunity?)
- How exactly will customers pay for your product or service?
- Is it a “must have” or a “nice to have”?



YOUR ADVANTAGE

- There are many smart people in the world. Why will your team win?
 - Unique team skills?
 - Key customer or partner?
 - Technology?
 - ...



COMPETITION

- How do customers address this need today?
- How does your solution compare?
- What other competition is likely to appear?



BUSINESS MODEL

- How will you make money?
- What is your pricing?
- Have you validated the pricing with at least 10 prospective customers?



THE MARKET

- How big is the market?
- What segment will you target first?
Why?
- What are the follow-on opportunities?



MARKET ENTRY PLAN

- How will you generate awareness?
- How do customers in your market typically buy?
- How will you sell?
- What are the steps in the sales cycle?
- How long is the sales cycle?



FORECAST

- What is your 5 year revenue projection?
- What are the key underlying assumptions?
- How exactly will you make the first year's orders happen?



MANAGEMENT TEAM

- Background and qualifications
 - Startup experience?
 - Key skills?



MILESTONES

- Key accomplishments to date :
 - Customer traction? (Testimonials, letters of intent, customer orders, etc.)
 - Product development traction? (Alpha/beta/etc.)
 - ...
- Money raised to-date (and from who)?



FUNDING

- What funding are you seeking?
- What what will you accomplish with funding?
 -
 -
 -
- Exit strategy: how will investors get a return?
 - 3 examples of potential acquirers (and why they would buy)
 - What revenue-multiplier valuation is typical in your industry?



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