



Introduction

- **What is your company name, what does your company do (high-level)?**
- **Provide a real-world setting/example/story the audience can relate to.**
- **Include your company logo.**
- **Opening with a “wow statement” that immediately commands attention is highly recommended. Is your technology disruptive? Can you decrease costs by 50% Increase efficiency by 40%? If so, then say so!**
- **Are you selling anything now?**



Market Need/Opportunity

- **What is the market need?**
- **What is the pain (cost) associated with this problem?**
- **How is the market solving the problem currently?**



Value Proposition

- **What problem does your product or service solve?**
- **How do you solve the problem better than anyone else?**
- **What is your unique niche and value proposition? Is it compelling?**
- **Where does it fit into the value chain? Is it scalable into other markets?**



Market Segmentation & Market Size

- **What are the segments that make up your market and how big are they (total and addressable – those to whom you can sell).**
- **Show priority order and justification for those segments you are pursuing.**



Products/Services

- **Briefly explain your products or services.**
- **What state of development are they in? (conceptual, research, prototype, etc.)**
- **What is the barrier to entry?**
- **Explain clearly your business model. (How you generate revenue.)**



Competition and Intellectual Property

- **Who else is providing solutions to this problem?**
- **Where do you rank against/amongst them? (Don't say you have no competition. There is always competition, including established technologies.)**
- **How are you different/better? An easy way to do this is a bubble graph featuring the competitors and your company placed high or low along the y axis and x axis according to functionality or cost, etc..**
- **What is your IP? Do you have a proprietary and defensible position? (Don't go into the nuts and bolts, but instead present that it exists and the basic premise surrounding it from a business value perspective.)**



Go-To-Market Strategy

- **What is your go-to-market strategy?**
- **How will you drive revenues?**
- **How will you reach your customers and convince them to buy?**
- **What partnerships or alliances are necessary?**



Milestones

- **A simple Gantt chart table showing the major milestones at key dates is useful.**
- **This table needs to conceptually integrate with the go-to-market-strategy and the funding slides. The audience needs to feel that the pathway going forward is tightly integrated.**



Management Team

- **Who is committed to your company and what is their relevant experience/expertise? Consider both employees as well as advisory board members.**
- **Focus on accomplishments rather than activities.**
- **Make note of any serial entrepreneurs on the team.**
- **Try to fit this neatly on to one page.**



Financial Projections

- **Assuming you receive the funding you need, what do you anticipate revenues to be Year 1 through Year 5?**
- **A chart showing revenue and EBITDA over 5 years is typical.**
- **If you asked for more money, could you scale faster and become profitable sooner?**
- **Use a table similar to this:**

	Year 1	Year 2	Year 3	Year ...
Units / Drivers				
Income				
CORG				
EBITDA				



Funding and Exit

- **How much money have you raised so far?**
- **How much is from the founders? Investors like to see a management team with “skin in the game.”**
- **How much money are you asking for now? In the future?**
- **How will the funds be used?**
- **What is the likely exit strategy? (Acquisition, IPO, etc.)**
- **If acquisition, what firms or type of firms are most likely to acquire? Any multiples from similar exits?**



Summary

- **Review the problem your product/service solves and the importance of it in the marketplace.**
- **Review your unique value proposition.**
- **Emphasize the dedication of your team.**
- **Ask for the money.**
- **Thank the audience and solicit questions.**



Closing slide

- **Reinforce your key message.**
- **Show your logo.**
- **Present your contact information.**



How to improve your presentation? (Optional)

- **Adding a matrix of competitors**
- **Adding a timeline of milestones and funding needed**
- **Adding a brief slide about use of funds**
- **Specifying who is part- and full-time in your team**
- **Including evidence or plans to acquire IP, if applicable**

Note that:

- **Must be post-concept.**
- **MADV usual applications are: Pre-money valuation and Capital seeking between \$1M-\$7M**
- **Make sure you are located (or have any operation) in the Mid-Atlantic Region: Pennsylvania (PA), Maryland (MD), Delaware (DE), District of Columbia (DC), New Jersey (NJ), New York (NY). Possible extensions: Connecticut (CT) and Virginia (VA).**