

Venture Funding Presentation Guide

AhITek

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Introduction

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- What We do – Wireless Data Products
- Products are in production
- Strong Team – been there, done that
- Strategic Alliances and IP to dominate market niche

Product or Service

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- Very clear statement
- We
 - sell software or widgets
 - license technology
 - provide services

Market Size and Opportunity

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- Big Picture
 - Wireless data - \$10B
- Our Market
 - Wireless Point of Sale (POS) - \$500M

Target Customer

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- General – mobile workers
- Specific – Independent merchants using POS

Competition

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- Who
- How big
- How do you win

Sustainable Advantage

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- Strong IP
- Strategic relationship
- Business advantage, market knowledge

Sales/Marketing Plan

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- Direct Sales
- Contract in place

Revenue Model

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- We sell widgets
- Gross margin - \$x

Management Team

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- CEO – Previous start up, raised \$
- CMO – Large marketing job
- Key Advisors
 - Market domain expert
 - Finance expert
 - Strategic relationship

Financials

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- 3 - 5 years, very simple
 - Revenue
 - Expense
 - Profit
 - Funding required

Current Business Status

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- Product is shipping
- Team on board
- \$1M invested to date
- Revenue \$500K

Funding Required

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- Looking for \$1M
- Grow to \$6M in the next 12 months
- Use of Funds
 - Marketing \$ Sales – 35%
 - Engineering – 25%
 - Manufacturing – 20%
 - Operations – 20%

Thank You

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- What We do - Strategic Venture Presentation Development
- Products are in production
- Strong Team – been there, done that
- Strategic Alliances and IP to dominate market niche

Presentation Development Process

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- Create 10+ topic slides
- Write ONE outstanding feature on each slide
- Rank each slide 1 – 6 (high) from an investment viewpoint
- Write action items for low ranking slides
- Develop the presentation as if those items are complete

Presentation Notes

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- People buy from people, connect with audience,
- Build confidence in yourself, be coachable,
- Be sure that you are telling a story not lecturing

Presentation Format

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- Keep it simple
- Avoid technical wind chill
- 5 lines – 5 words max,
- Add simple graphics later

Assessment Score Card

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- 10% Product - Will it sell?
- 15% Market Need – Pain killer?
- 15% Market – Dominate niche?
- 15% Sustainability – Barriers to entry?
- 25% Management – Dodge bullets?
- 20% Valuation – Manageable expectations

Risk Management

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- Technical
- Market
- Competition
- Financing
- Execution

Additional Information

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