BYOBB Facts

- Different deliverables this year
  - Pitch Deck - Annotated
  - Executive Summary
  - Financials should include cost to launch or get to a critical milestone, and be built bottom-up, not top down
Great video on pitch decks

Pitch Deck should be an Investor Pitch

What it is:
- An eight to 12-minute presentation with an investor focus
- Used in the first meeting or at venture fairs
- Grabs attention early and keeps it by hitting highlights
- Leaves the investor eager to know more

What it isn’t:
- A technology presentation
- A sales presentation
- An opportunity to “get in the weeds”
WHAT'S YOUR STORY?
What Investors Want to Know

- What is the opportunity? How big is it?

- **How do you make money?**

- Do you have proof that customers will buy? Is it essential or a nice-to-have?

- Can you defend it in the market? What’s the secret sauce?

- Can you execute? Can you prove it with the management team’s track record?

- What will you do with our money?
Do not use the 10 slide rule to tell your story or structure your pitch.

Use the 10 slide rule to make sure you cover what investors want to hear.

https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/
General Topics to Cover – however best it tells your story

Title Slide → Market Opportunity → Product or Service Description

Go to Market Strategy ← Intellectual Property ← Competition

Management Team → Ask and Use of Funds → Exit Strategy and Summary
Title Slide

- Include on the slide
  - Company name and/or logo
  - Date of presentation not needed
  - Ensure a highly professional image – get help if you need it

- While this slide is up, talk about…
  - What your company does (high level)
  - Open with a “wow statement” that commands attention
Customer and Problem/Opportunity Validation

- Who is the customer?
- Who is the user (if different than the customer)?
- What is their problem or unmet need?
- How did you identify this opportunity?
- How many users have you interviewed? What did you learn?
- Did your team get out and talk to customers (those who will pay for your product/service?) What evidence do you have that this is a real pain point or opportunity?

HOW DO YOU CREATE VALUE!
Customer and Problem: Example

**Problem**
- Inconsistent approaches
- Unreliable delivery services
- Complex technologies

**Solution**
- Control of brand and customer
- Predict & manage delivery
- Streamline operations
$2.15 B spent on asthma-related diseases
Product/Service Description

- Briefly explain your product or service
- Why and how does it solve the defined problem?
- What evidence do you have that this product/service will work (tests, surveys, etc)?
- Did you create a prototype or Minimal Viable Product?
- Do you have any Intellectual Property? (Not required)
- What’s unique, how do you do it differently?
- Provide diagrams, photos, videos

Don’t get in the weeds: this is not a sales presentation!
Product/Service Description: Example

WHAT IF ...

SNIPPING A COUPON IS AS SIMPLE AS SNAPPING YOUR SMARTPHONE CAMERA

SnipSnap
Wash Cycle Laundry is the **fastest, most convenient** way for **urban** consumers and businesses to do laundry.
Product/Service Example:

**TASSL | SOLUTION**

**Tassl Connect Hub**
Centralized Activities, Event, Volunteerism & Metric Management Solution

**Tassl Connect Leader**
Group Leadership Management Solution for membership, web presence, & leadership transitions.

**Tassl App**
Mobile Network Center for easy access to resources, connections, events, and more!

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Market/Opportunity

- **Goal:** Show how big the market/opportunity is, discuss your target market, and which segments you are going after first

- **Explain**
  - How is the market solving the problem currently?
  - Why is your solution superior?
    - What is your value proposition
    - Must be compelling and believable
  - What is the target market and size?
    - What segments are you addressing?
    - What are the size of each?
    - Prioritize segments; provide justification
How big is the pie? How big is your slice?

Total potential market - “size of the universe”

Serviceable addressable market

Your target slice
Market Opportunity

TAM: MILLION WOMEN WORLDWIDE AFFECTED BY BREAST CANCER

SAM: MILLION WOMEN LIVING WITH BREAST CANCER IN THE UNITED STATES

SOM: MILLION WOMEN TARGETED SEGMENTED BY AGE & SURGERY TYPE
INSURANCE POTENTIAL

THOUSAND DIAGNOSED ANNUALLY

MILLION ANNUAL REVENUE
MOST INSURANCE COMPANIES COVER ON AVERAGE 2-4 BRAS ANNUALLY

MARKET POTENTIAL
$168 MILLION REVENUE
Market Example:

And couches are a huge industry.

Mattresses: $14B

Couches: $23B

Sources: IBISWorld, Euromonitor, Bloomberg, and PitchBook
Competitive Landscape

- Overview of competitive landscape (Direct and Indirect)
- Competitive Advantages/Strengths
- What other firms and products are providing solutions to the problem?
- What differentiates your product or service?
  - Superior performance, lower cost alternative, lower side effects, etc.
- How entrenched is the competition?
- What are their weaknesses?
- What are the “barriers to entry” for others/how will you discourage new competition
Competitive Positioning

Company Name → Best At → Why
<table>
<thead>
<tr>
<th>Feature</th>
<th>Lia</th>
<th>First Response</th>
<th>ClearBlue</th>
<th>E.P.T.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flushable</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discreet</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does not require disposal in trash can</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biodegradable</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No plastic, no nitrocellulose</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soft, tactile, unique form factor</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>99% Accurate</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>3-5 minute test time</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Wider Collection Area</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Flat-Pack Shipping</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Stacking Up to the Competition
Competitive Matrix

Technology (Flexibility, Usability) - High

CREDIBLE
qualifacts
Netsmart
MY GREAT COMPANY

Clinician Friendly (Low)

askesis
welligent
The echo Group
ClaimTrak
Mind Linc

Clinician Friendly (High)

Technology (Flexibility, Usability) - Low
What intellectual property do you have?

- Do you have a proprietary and defensible position?
- Mention licensing arrangements, patents filed and what type
- Trade secrets, copyrights, trademarks, etc.

IP is an additional security blanket for investors. Does not apply to every presentation
Go to Market Strategy

- How will you reach target customers and drive revenues?
- What channels will you use? Examples:
  - Sell product or service direct to customer
  - License technology
  - Develop product then sell to competitor
  - Merger-acquisition
- What are the key messages for your target market segments?
- Describe marketing and sales plan
- How will you scale
- What operations and key partnerships do you need (vendors, distributors, associations, etc)

Taking it from idea to market success
# Go To Market

<table>
<thead>
<tr>
<th>EVENTS</th>
<th>PARTNERSHIPS</th>
<th>DIRECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>AILA Conferences</td>
<td>SimplyCLE Lawyer Incubators</td>
<td>Phone &amp; Email Lists</td>
</tr>
<tr>
<td>Law School Events</td>
<td>Law School Clinics Solo Practice Courses</td>
<td>LinkedIn</td>
</tr>
<tr>
<td>Bar Association Events</td>
<td></td>
<td>Listserves Referral Discounts</td>
</tr>
<tr>
<td>Community Q&amp;A’s Meetups</td>
<td>NGO’s English Schools International Student Groups</td>
<td>Community Ambassadors</td>
</tr>
<tr>
<td>Ethnic Festivals</td>
<td></td>
<td>Listserves Thumbtack</td>
</tr>
</tbody>
</table>
People

- **Management Team**
  - List two or three key players and their roles (In notes include brief bios)
  - List successful exits, impressive affiliations, inventions, discoveries, degrees, etc.
  - Acknowledge additional key players needed

- **Advisory Board**
  - List three or four highly impressive members
  - Round out deficiencies or weaknesses of management team
  - Notable industry experts, key executives or former key executives in your field/industry

- NOTE: Excellent entries have cross-disciplinary team members

Demonstrate you have the right team to execute!
People: Example

Gabriel Mandujano
Founder/CEO

Joel Hommes
Director, Business Development

James Blinstrub
General Manager

Fmr Manager, Strategic Alliances, Center for Sustainable Transport
Wharton, London School of Economics, Cambridge

Fmr Operations Manager, Daniels (Medical Waste/Env. Services)
Georgia State

Cyclist Extraordinaire
SUNY Purchase
People: Example

**TASSL | TEAM**

**SALES/CLIENT**

**Melissa Schipke** - Founder & CEO
- 6 years B2B sales & analytics ($150MM Territory) at Fortune 200
- PSU Alumni Board Member & Rowan MBA Grad

**TECH**

**Mike Crusi** - Interim CTO
- Founder and CTO - TargetX
- 16 Years HigherEd CTO Experience
- Also Ran HR & Financial Operations

**BOARD**

**Howard Lubert**
Director of the Rowan Innovation Fund & President Keiretsu Form Mid-Atlantic

**George Pelose**
15 year as Executive Leader in the Financial Sector taking company from startup to IPO

**Jon Kowit**
Previously VP of Marketing for Audible.com & Weightwatchers.com

**Omar Mencin** (Advisor)
Director IT Investments at Ben Franklin Technology Partners

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People: Example

TEAM & ADVISORS

Ted Mann
CEO

Hari Bayireddy
CTO

Brad Goldoor
Business Development

Mahe Bayireddy
Lead Developer

Director Digital Development, Gannett
Founder, Injersey (Hyperlocal)

Co-Founder, iMomentous (Mobile Development)
Director, American Solutions (IT)

Director, CareerBuilder
Founder, ID Partners (Promotional Products)

CEO & Co-Founder, iMomentous
Developer and Consultant, Pearson, GMAC, Citi

Accelerator

Dream Ventures

Advisors
Alex Miller (VP E-Commerce, QVC), Jay Rosan (VP Health Innovation, Walgreens),
Dick Buell (Former CEO, Catalina), Chris Saridakis (CEO GSI Commerce)
Financials

- Show what costs you expect to incur to get to breakeven (Simple chart)
- Explain your revenue model very clearly (who will pay you and how will they pay you – subscriptions, purchases, etc)
- Show your three year projections in table format
- In all cases, detailed information and assumptions must be included in the Notes section of the PowerPoint
Revenue Model Example

B2C
(~50% of total addressable market)

20M Patients
Pediatric Asthmatics
Active Adult Asthmatics
Elderly Asthma/COPD Patients

$200 per device + $1.99 monthly app price
Attractive unit economics.

Cost of goods sold:
- $394 manufacturing cost
- $55 packaging cost
- $77 average shipping anywhere in the U.S.
- $24 returns allowance (10%)**

Customer acquisition cost:
26% contribution margin
(up to 35% with scale and other furniture products)

42% gross margin
(up to 55% with scale and other furniture products)***
Financials Example - Projections

<table>
<thead>
<tr>
<th>($ 000’s)</th>
<th>2017A</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td># Customers</td>
<td>3</td>
<td>28</td>
<td>100</td>
<td>210</td>
</tr>
<tr>
<td>Revenues</td>
<td>$ 277</td>
<td>$7,016</td>
<td>$17,299</td>
<td>$28,315</td>
</tr>
<tr>
<td>Expenses</td>
<td>$1,418</td>
<td>$4,075</td>
<td>$6,087</td>
<td>$9,178</td>
</tr>
<tr>
<td>EBITDA</td>
<td>($1,141)</td>
<td>$2,941</td>
<td>$10,252</td>
<td>$19,137</td>
</tr>
</tbody>
</table>

- Three years’ financial projections (and any actuals if you have them)
- Revenue, expenses and EBITDA are typical
- Use chart form, never a graph
- Be ready to answer: If you received funding, could you scale faster and become profitable sooner?
- Be prepared to talk about break even analysis, etc.
### Projected Financials (Example)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue</td>
<td>426</td>
<td>743</td>
<td>2,270</td>
<td>4,525</td>
<td>7,330</td>
<td>10,080</td>
</tr>
<tr>
<td>Total Expense</td>
<td>1,080</td>
<td>1,474</td>
<td>2,263</td>
<td>2,614</td>
<td>2,805</td>
<td>3,034</td>
</tr>
<tr>
<td>EBITDA</td>
<td>-654</td>
<td>-731</td>
<td>7</td>
<td>1,911</td>
<td>4,525</td>
<td>7,046</td>
</tr>
<tr>
<td>EBITDA % Revenue</td>
<td>-153%</td>
<td>-98%</td>
<td>0%</td>
<td>42%</td>
<td>62%</td>
<td>70%</td>
</tr>
</tbody>
</table>

I would suggest also adding the revenue drivers on this page.
Road Map/Milestones

- Current status of the business and traction to date
- Risks/challenges and how to mitigate
- Milestones for the next 6-12 months. Examples:
  - Hiring key players for the team
  - Completing the prototype
  - Filing for patent
  - Completing the first beta
  - Obtaining first sale
- Funding needs and use of funds if applicable
- Exit Plan if applicable
2015
- Completed DreamIt Ventures
- Proof of Concept on Material (no housing)
- Closed Seed Funding

2016
- Temporary Hydrophobic Coating Developed
- 99% Disintegration Reported
- ISO 13485 Certification Granted
- BFTP Follow-on Funding Secured

2017
- U.S. Notice of Allowance on 2014 Patent
- FDA Teleconference Completed
- Small-scale Manufacturing Established
- 510(k) Pre-Submission Submitted
- Additional Patent filings and conversion of two provisionals

Pilot Usability Study Completed
3,000 Devices Produced
Funding and Uses

Goal: Show past investment, current need, primary use of funds

- How much have you raised to date and from whom?
- Show founders investment and/or “skin in the game” from management team
- List current and future asks
- How will the funds be used?
- For therapeutics and medical devices, show clinical trials milestone with needed funding
Funding Slide Example

Generates Revenue  Has Substantial Traction  Built the Best Technology on the Market  Identified a Large Market Opportunity  Has Global Clients

Currently Committed

We’re Seeking $1.5M

Ben Franklin Technology Partners
415 Investments
Various Angel Investors

NOTE: You can use $60,000 (BYOBB 1st place + Grand Prize)
We are raising: 
$1M at $99M Pre-money valuation

Purpose:

- Expand from email newsletter to media platform
- Launch robust “centers” — what every FS advertiser wants
- Grow XYZ Co and develop more eLearning opportunities
- Support larger clients like Fidelity and Schwab
- Key hires
- Accelerated subscriber growth
Exit Strategy (if applicable – only needed if you are asking for investor funding)

- **Goal:** Reassure the investor that they will make money on your opportunity

- **Questions to answer:**
  - When will investors receive back their money?
  - What multiples are likely? Are there comparable exits?
    - Provide examples where possible
  - What will be the scenario?
    - Acquisition by competitor or market leader
    - IPO (proceed w/ caution!)
E-Commerce Platforms
- GSI (eBay)
- Magento (eBay)
- Amazon
- DemandWare
- ATG (Oracle)

Marketing Services
- PM Digital
- ExactTarget
- ChannelAdvisor
- Marin
- Kenshoo

8-10X Revenue Multiple for High Growth SaaS Tech
Same-Day Delivery Exit
Summary Slide (Optional)

- **Goal**
  - Summarize the reasons that an investor should invest in your company. What’s in it for them

- **Notes**
  - You can end with the Funding Page if you’d like OR with your logo
Summary Slide (Example)

Wash Cycle Laundry

Gabriel Mandujano
g@washcyclelaundry.com
(215) 459 6892
@TheWashCyclist
SocialLadder will be the go-to platform where passionate people connect with experiences, things & causes they LOVE

Rlqbal@Rklapps.com | Alana@Rklapps.com
Ellen’s Rules

- Forget the rules and do what’s right for you and your company
- Forget the 10-slide rule that you will see on the internet, but DO cover the material they suggest you cover.
- Tell a story. Make it compelling
- Keep it simple and short. Put extra material in your appendix.
- Never end with: Any questions? Last slide should be a summary and contact info
- Never say: “This estimate is conservative” or “We have no competition”
- No decimals in your financial projections
- Show us what the product looks like!
- Show us what assumptions you’ve tested already, and what you still need to test
Do as I say, Not as I do

Use images where possible

Uncluttered slides