GENESIS PARTNERS

VC Presentation Template

2008

Title page

- Name of company
- Short mission statement or tagline

The team

- Key team members (Founders, CEO, CTO, etc.)
- Corporate Board and Advisory Board, if applicable
- Current roles and past positions
- Key relevant biographical details

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The corporate summary

- What is the mission of the company?

- Key company facts:
  - Year founded
  - Number of employees
  - Key milestones achieved since inception
  - Existing customers, design partners, channel partners
  - Amount invested in company to date

The pain

- A slide on the pain point that the company will address
- What is the pain point?
- What are current solutions in the market?
- Why are current solutions inadequate?
- Supporting data that the pain point is real
- Quotations from market participants

The solution

- What will the company do to address this pain point?
- Products features and benefits

The market

- Estimate of Total Addressable Market (TAM) size
- Supporting data and evidence
- Pricing plan
- Customer ROI analysis

The plan

- What is the R&D schedule?
- What is the product release schedule?
- How and when will the company begin sales?

The competition

- Who is the competition?
  - Incumbents
  - Start-ups
- How should one think about the competitive landscape?
- Why is the company positioned to win?

The barriers

- What makes the company’s position defensible?
- What is the relevant intellectual property and know-now?
- What is the status of patents?

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The financials

- Straightforward income statement and cash balance
  - Revenue
  - COGS
  - R&D
  - S&M
  - G&A
  - Net Income
  - Cash balance
- Headcount estimates by functional area
- Objectives for current fundraising
  - How much capital does the company seek to raise?
  - What milestones will this capital infusion allow the company to reach?

Things to remember

- Be short and focused
  - If you have more material, leave it in an appendix and refer to it only if necessary
  - The VCs are interested in you and your business. The presentation itself is only a tool to help you communicate with them.
- Be straight and to the point
  - Help the VC to understand what the company does
  - Use simple slides – complicated graphics and too much text leave your listeners to struggle with what they are seeing instead of listening to what you are saying.
- Be efficient
  - Leave time for quality Q&A – tough questions do not mean the VC is not interested, they usually mean the opposite!
- Be focused with your use of financials
  - Focus your financials on key questions: How much money are you seeking to raise? What will you use it for? How long will it last and what will it enable you to achieve?