



May 2017

# TCA Committee Presentation Guidelines

- **12 Minute** in-person presentation
- Followed by a **12 Minute** investor Q&A session

**Remember:** *The objective of your presentation is to generate sufficient interest to secure an invitation to a follow-up meeting*

# Pertinent Details

- The committee meeting is held in a well lit conference room
  - Slide backgrounds should be white or a light color
- Text should be black or a dark color
- Minimum text size for titles: 28 points
- Minimum text size for bullets and body copy: 20 points
- Try to keep your presentation to a total of 12 slides
  - one minute per slide
- Style
  - Use contrasting colors
  - Use bullet points instead of full sentences
  - Please refrain from using slide transitions, distracting elements or complex animations

# Suggested Outline

***A well crafted presentation can easily cover the following topics in 12 minutes***

1. Company Introduction
2. Identification of Problem
3. Solution/Technology
4. Features & Benefits
5. Business Model – Current Situation/your story and how you got here
6. Market Opportunity – Sales & Marketing
7. Competition – Feature Comparison Matrix, Barriers to Entry
8. Financial Projections
9. Management Team
10. Product Development Timeline – Milestones and Use of Funds
11. Traction, Market Validation, Testimonials, Press
12. Proposed Deal Terms – Valuation and Exit Strategy

# Supplemental Slides

Your company may require additional slides to help tell your story, we recommend using the following slides as needed

## Supplemental Slides

- Sales & Marketing
- Competitive Landscape
- Statistics
- Timeline
- Images, screen captures or diagram examples to illustrate a point or product demo

*You may also include back-up slides for investor Q&A*



# Note

Every company has a unique story and personal way of telling it, the TCA guidelines are an outline for pertinent data we will be looking for in your presentation. There are questions and suggestions for each slide in the outline, you may have answers for all or only some, use the outline as a tool to prompt you to include important data in your story.

If you need to use alternate slides or omit slides; if you don't have the requested data, please do so sparingly to ensure your story is easily understood.

**Remember:** *Use the provided outline for the majority of your presentation*



# Presentation Outline

# Introduction



- Briefly introduce yourself and the company
  - More detail about the management and yourself can be provided later
- Summarize what your company does, ideally in one to two concise sentences
  - This is your “elevator pitch”

## Example of an elevator pitch:

“Tech Coast Angels is an angel investor network in the United States and one of the leading sources of funding to early-stage companies in Southern California. TCA members give companies more than just capital; they also provide counsel, mentoring and access to an extensive network of potential investors, customers, strategic partners and management talent.”

*Please do not write out your elevator pitch on your first slide, use the example above as a way of explaining it to us*

# Identify The Problem

- Introduce the “Pain Point” that you are alleviating with your product or service
  - Help us understand the problem that needs to be solved
  - Identify how your solution is necessary and can easily be monetized
  
- Identify your customer base
  - Help us understand who would use or buy your product or service and reasons why
  - What is the demographic of your target audience



# Solution/Technology

- Explain the solution to the problem you just described
  - How does it match your customer's needs
  - What makes your solution unique
  
- Identify how your solution or the “secret sauce” solves the problem
  - The essential (but largely unknown) ingredient for success
  
- Clearly state any Intellectual property
  - Patents, designs and copyrights
  - Licensing agreements
  - Proprietary items

# Features and Benefits

- What features does your product or service have that are unique
- How do these features compare to your competition?
- What benefits can you describe
  - How this would affect the end user
  - Improvements to a product or current way of doing things

# Business Model

- Demonstrate exactly how you plan to monetize your solution
  - Walk through the economics of one unit or service
- Discuss any current customers that are using your product or service
- A complex business model can also be represented using a flow chart

## Example of a business model:

“Mobile phone carriers often choose to sell mobile phone sets at very low prices and to generate most of their revenues from plans which are based on services consumed, such as minutes spent on calls. This model is attractive to investors as it generates an ongoing revenue stream along with the potential to offer new services and features in the future, for additional revenues.”

*Please do not write out your business model on your slide, use bullet points or a flow chart and explain it as represented in the example above*

# Market Opportunity & Sales and Marketing



- What is the opportunity in the market for your product or service?
- How do you plan to capture that market, what percentage of it?
- Explain your Go-To-Market strategy
  - How you reach/acquire potential customers
- Explain how you define your total addressable market
  - Demonstrate an understanding of your core market
- Explain how you plan to scale the business

# Competition

## Feature Comparison Matrix & Barriers to Entry



- Provide a competitive landscape to differentiate your share of the market
  - Use a visual competitive landscape chart to illustrate
  - Provide specific competitive advantages
  - Focus on what makes your company unique
- Compare your features and benefits with the competition
- What are the barriers to entry
  - How will those barriers limit your competition

**Note:** If you plan to use a graphic to illustrate the market opportunity and/or a matrix, please use two slides

# Financial Projections

- Demonstrate an understanding of your financial model
  - Include rationale for all assumptions
- Demonstrate you can run your company with capital efficiency without sacrificing development milestones
  - Explain how you will use the capital
- Financials should include current and forecasted revenue
  - Keep it basic, we need the important points
    - Profitability, Margins, customers or units sold

# Management Team

- Briefly provide an introduction to all key members of the Management and Advisory team
  - Highlight relevant accomplishments
    - Previous start-up experience
    - Industry experience
    - Exits
    - Degrees, Certifications, special credentials
  
- Use a chart to visually represent the data
  - Keep it simple
  - Focus on highlights
    - Years in Industry
    - Previous relevant experience
    - Associations

# Product Development Timeline

- Provide a timeline for key development milestones
  - Current stage to proposed exit
- Outline future funding needs and timelines
- Provide an explanation of all potential exit events



# Proposed Deal Terms

- Explain how much you are raising and proposed use of funds
  
- Briefly outline the deal
  - Equity vs. Debt
  - Pre-money valuation
  - Warrants
  - Convertible note
  - Target closing date

# Additional Notes

- You have 12 minutes allocated to present
  - Practice your presentation to fit within the allotted time
  - 12 minutes of Q&A will follow
  
- Stay focused on your solution and what makes your company unique
  - Minimize time spent identifying the problem
  - Minimize time with management team
  
- Submit your presentation at least 48 hours in advance of the meeting
  - We need time to review and prepare the files for the meeting
  - PowerPoint is the preferred format but PDFs are also accepted (no Keynote)



We look  
forward to meeting you!

For additional questions, please contact:

**TCA-SD Executive Director:**

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