

Company logo
slogan



Name of the service

Investor presentation [example]*

Hint: short abstract of the presentation

Executive summary

 **Product / Service**

- ...
- ...

 **Market**

- ...
- ...

 **Competitors**

- ...
- ...

 **KSF**

- ...
- ...

 **Status / Traction**

- ...
- ...

 **Investment**

- ...
- ...

 **Team**

| | |
|---------------------------------------------------------------------------------------|---------------------------------------|
|  | Name Role • ... • ... |
|  | Name Role • ... • ... |

 **RoadMap**

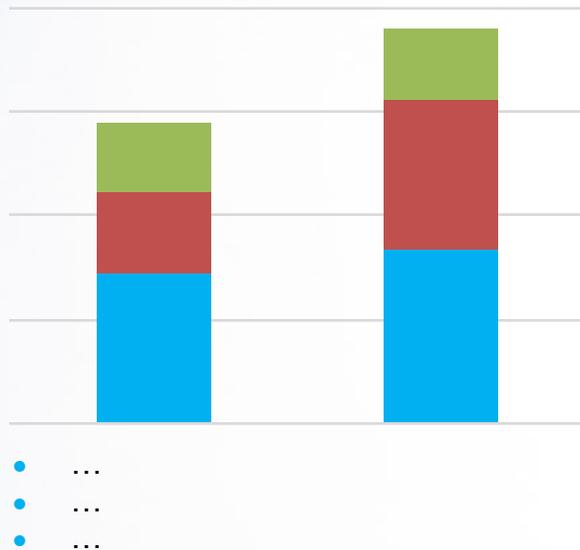
- 1
 - ...
 - ...
- 2
 - ...
 - ...
- 3
 - ...
 - ...

Characteristics of the global market of similar products / services

Hint: Global market size, structure and dynamics

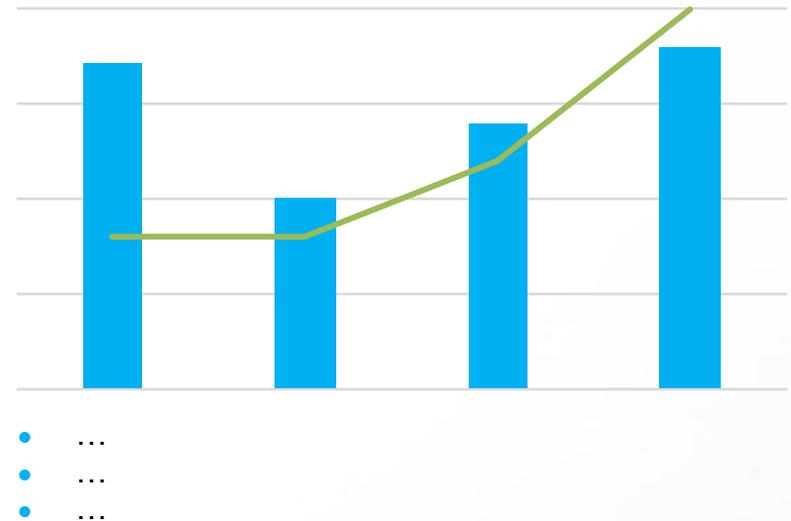
Key conclusion on structure

World market structure



Key conclusion on trends

World market forecast

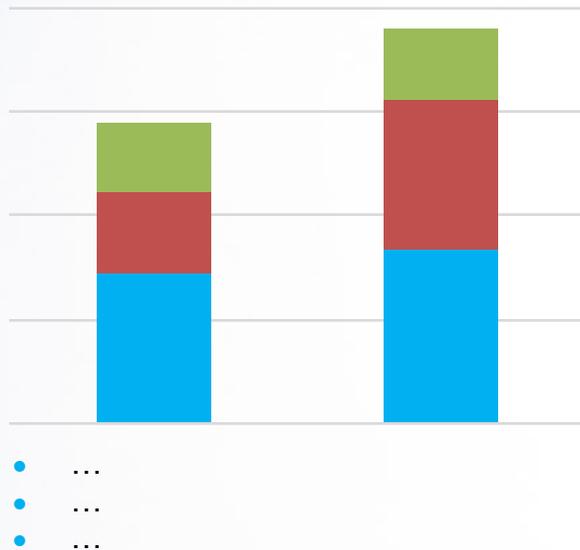


Characteristics of the addressable (local) market of similar products / services

Hint: Target market size, structure and dynamics

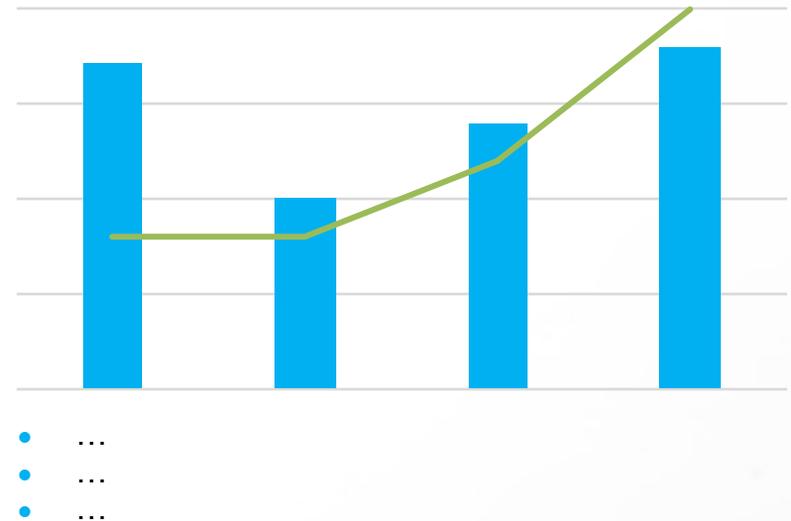
Key conclusion on structure

Local market structure



Key conclusion on trends

Local market forecast

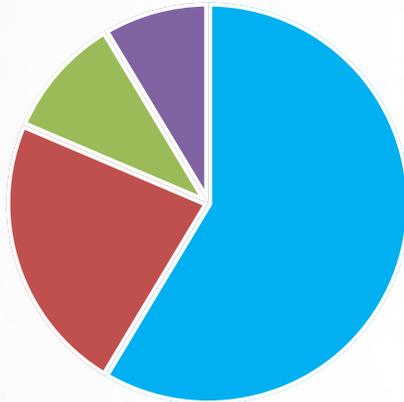


Analysis of target market segments

Hint: target market segments целевые сегменты рынка – customer segments which the product / service is mainly focused on

Key conclusion on target segments

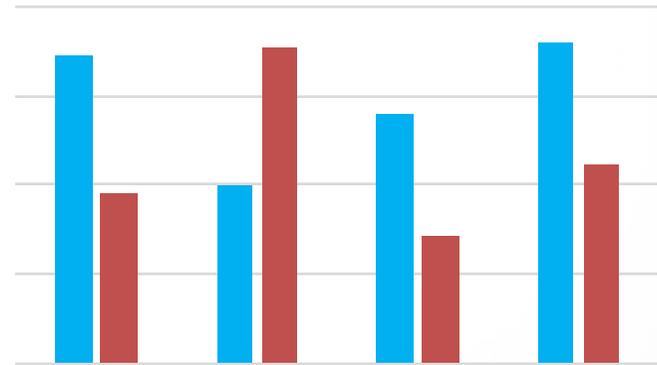
Market segmentation



- ...
- ...
- ...

Размер и тренды целевых сегментов

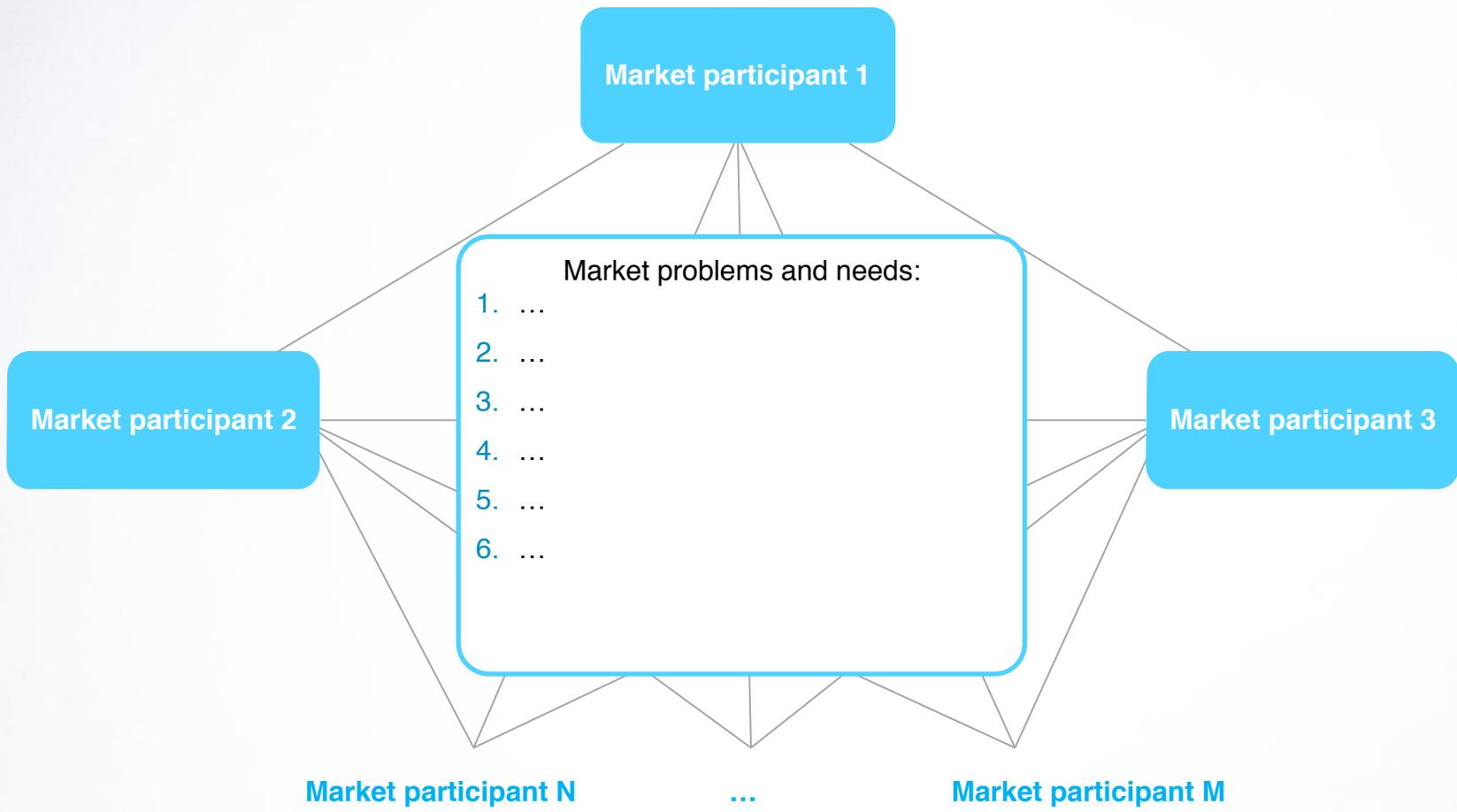
Target segments market forecast



- ...
- ...
- ...

Market problems and needs

Hint: на слайде описывается текущая ситуация на целевом рынке – взаимоотношения основных участников рынка и ключевые проблемы и потребности



What the project brings to the market?

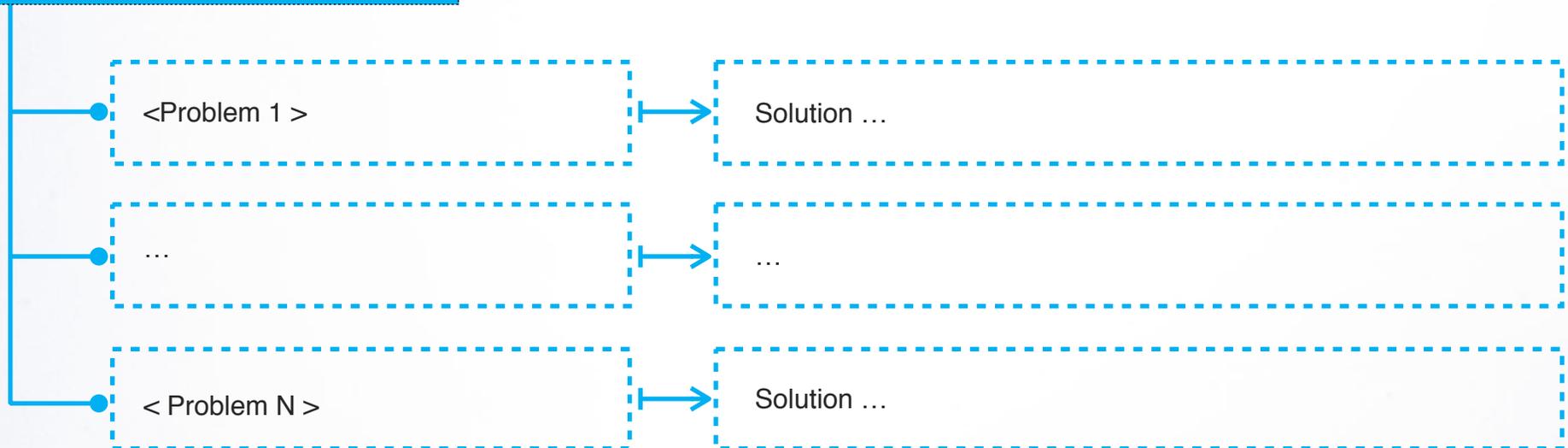
Project

Brief statement describing the essence of the project

Mission & Vision

...

Problem solving

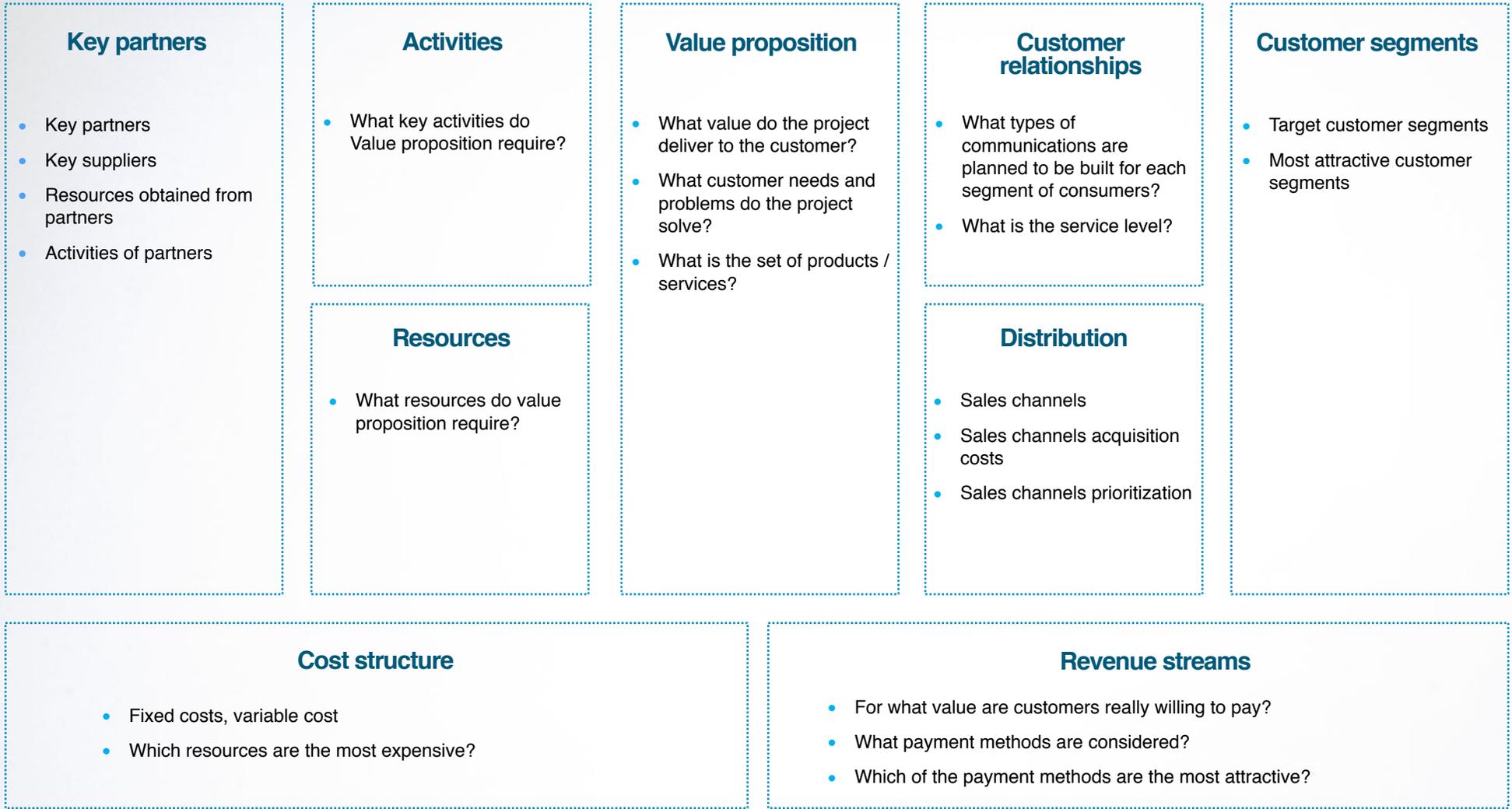


Business concept: project overview / description of know-how

Hint: Business concept of the project in the form of charts, diagrams, infographics, and also a chain of key business processes

Infographics

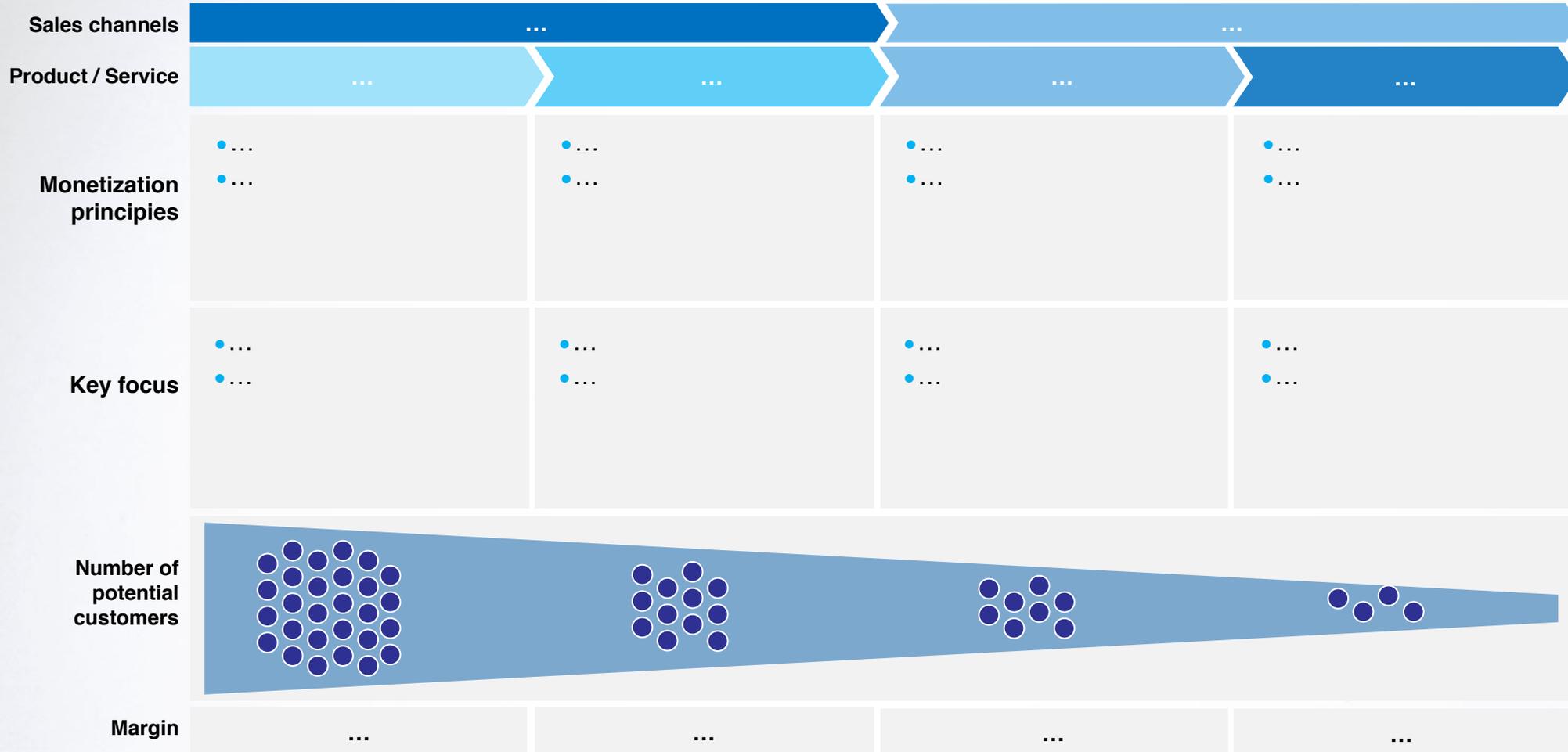
Business model canvas



Hint: Full list of monetization principles of the project and their overall contribution to the future income of the project

Monetization

- ...
- ...
- ...



Hint: Comparison of the project vs. different types of competitors

Competitors study

| | Competitors 1 | | | Competitors 2 | | | Competitors 3 | | Your project |
|-------------|---------------|------|------|---------------|------|------|---------------|------|--------------|
| | Logo | Logo | Logo | Logo | Logo | Logo | Logo | Logo | Logo |
| Name | | | | | | | | | |
| Criterion 1 | | | | | | | | | |
| Criterion 2 | | | | | | | | | |
| Criterion 3 | | | | | | | | | |
| Criterion 4 | | | | | | | | | |
| Criterion 5 | | | | | | | | | |
| Criterion 6 | | | | | | | | | |
| Criterion 7 | | | | | | | | | |

Hint: Several examples of similar business solutions
(possibly from other industries)

Best practice: case study

Case 1

Case 2

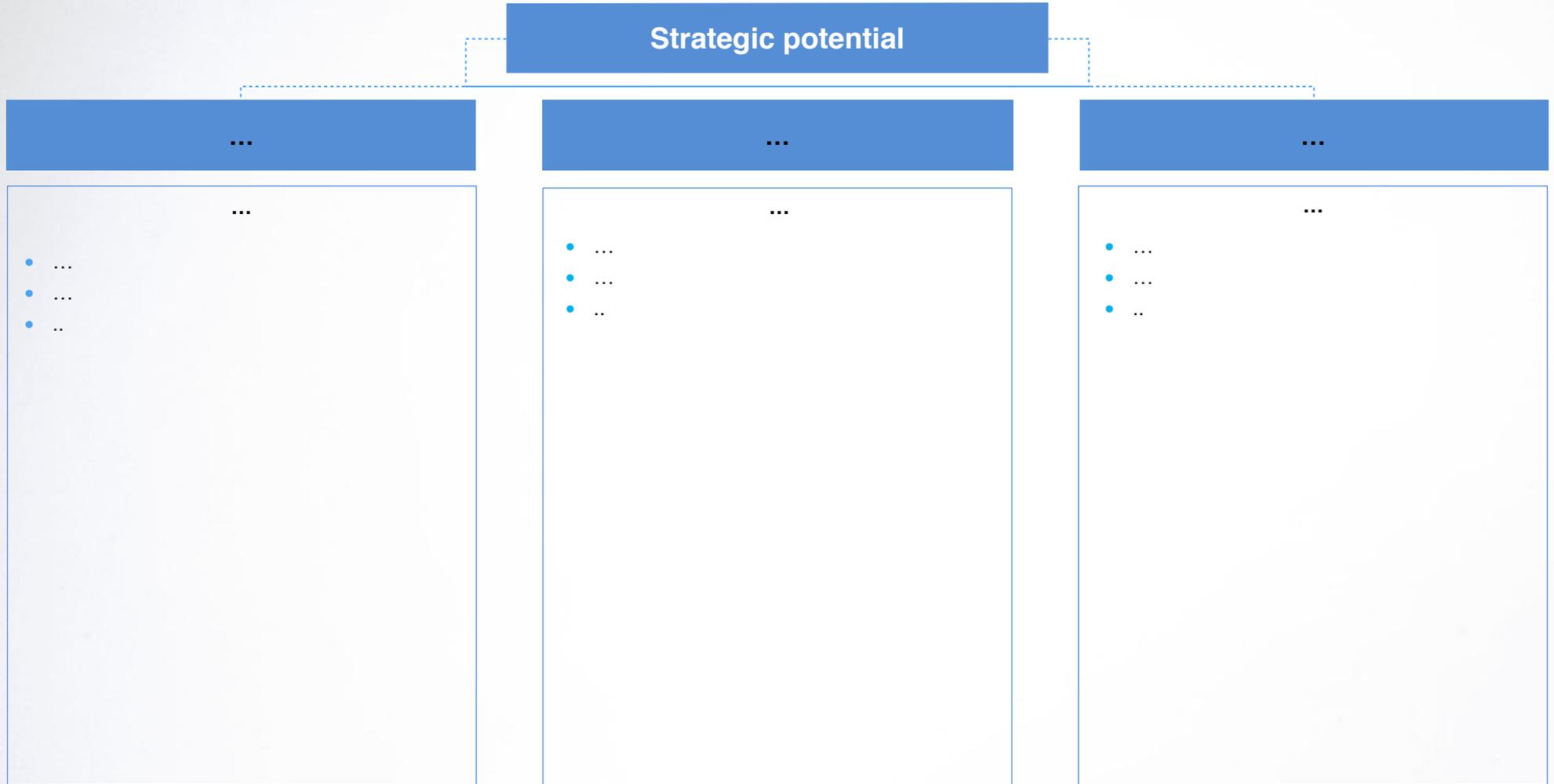
Case 3

Case 4

Strategic potential of the project

Hint: Strategic potential of the project – the arguments for why the project will be successful in the future, for example, the current market dynamics, changes in the structure of demand, etc.

- ...
- ...



Key success factors

External factors

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Internal factors

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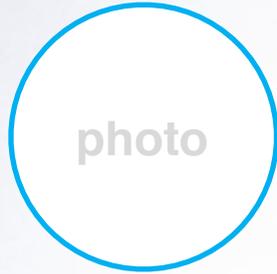
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Hint: Project team description

Key leaders of the project



photo

Name

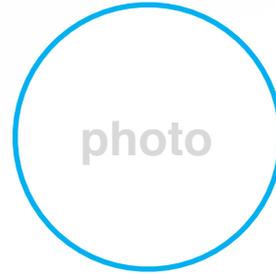
Role

Education:

...

Experience:

- ...
- ...
- ...



photo

Name

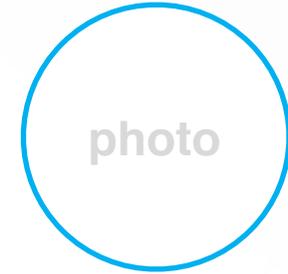
Role

Education:

...

Experience:

- ...
- ...
- ...



photo

Name

Role

Education:

...

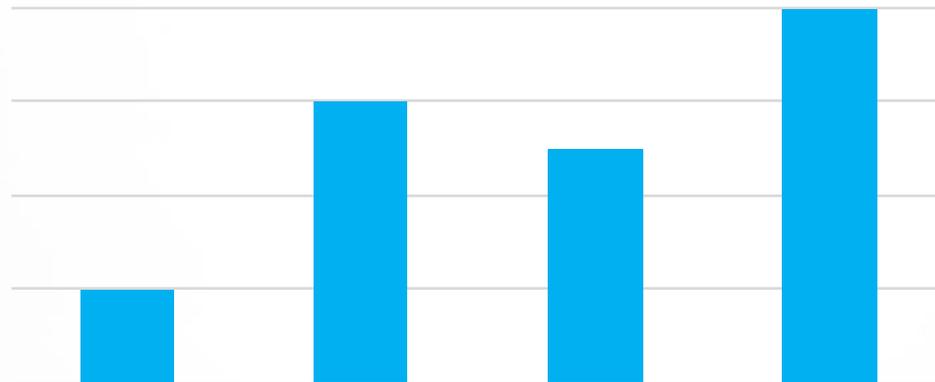
Experience:

- ...
- ...
- ...

Hint: Current results of the project, including financial statistics and other measurable performance

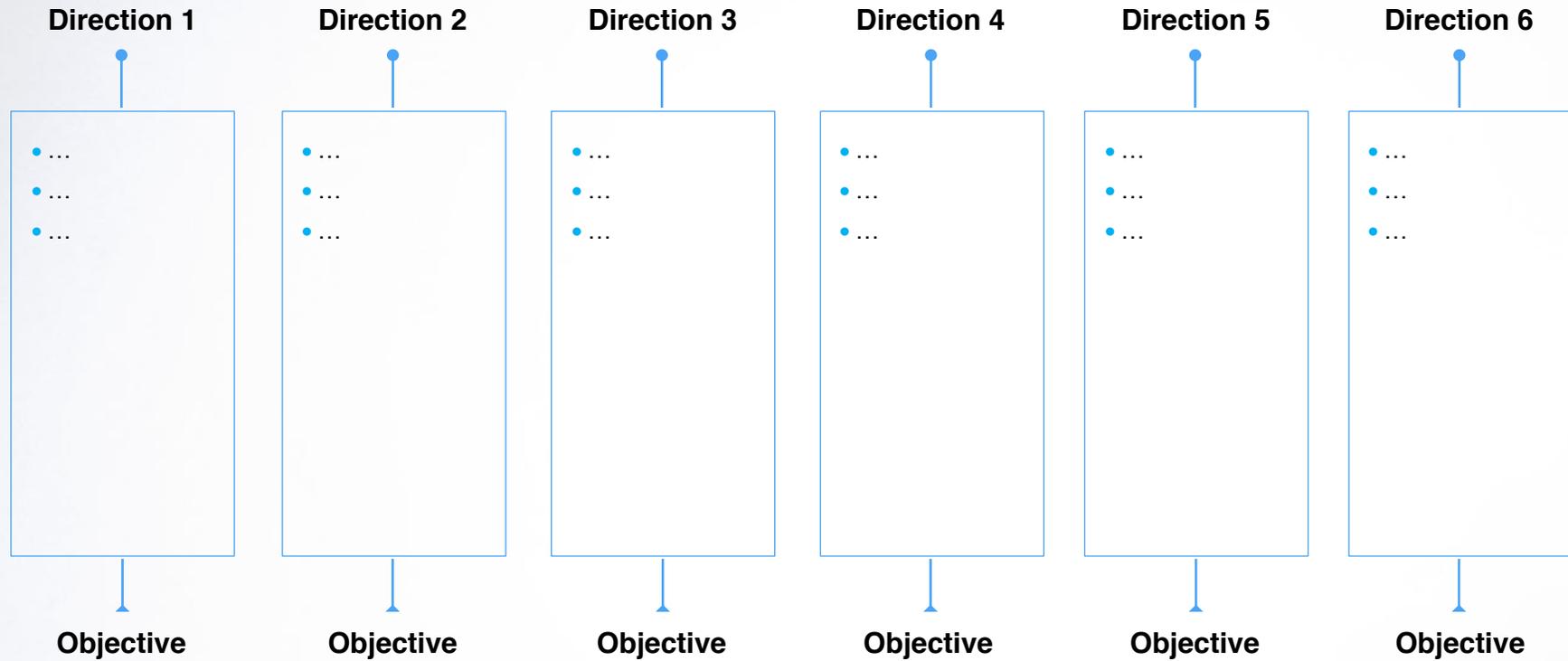
Project status

What is done:



Hint: activities of the project (planned or already in work)

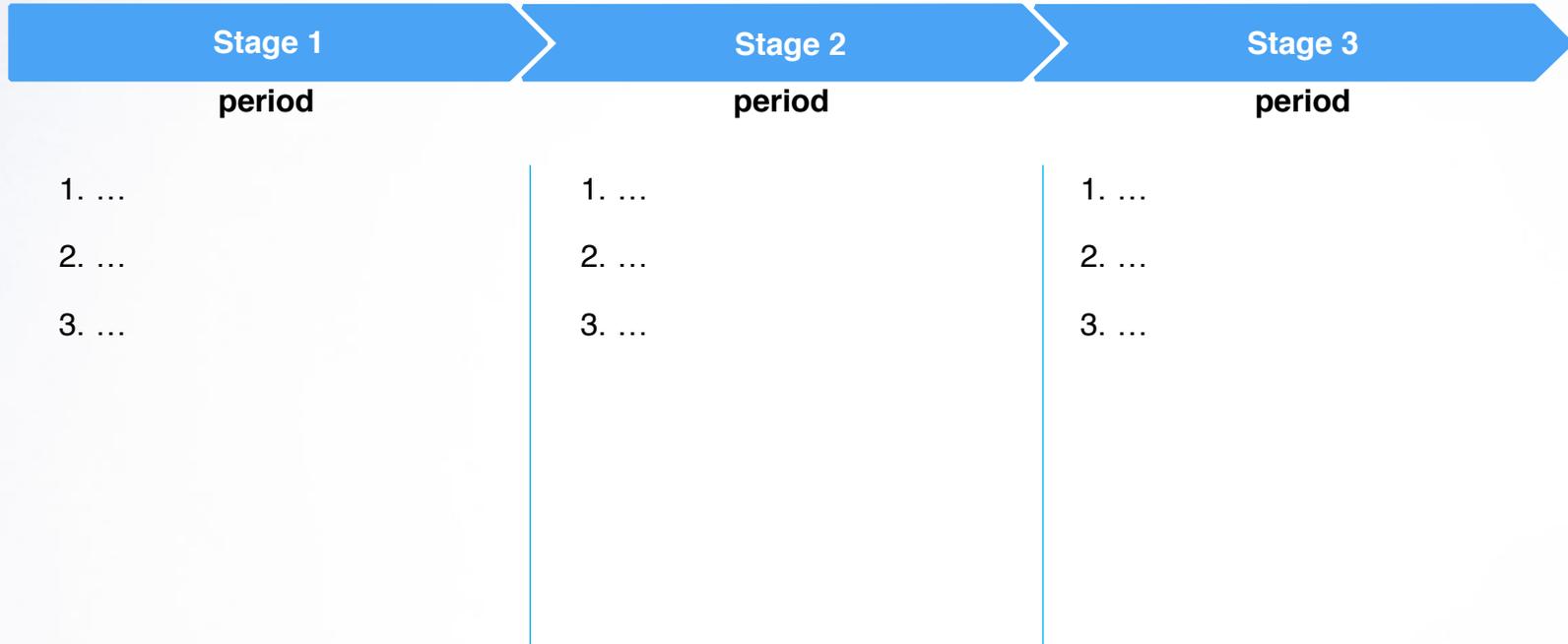
Directions of the project development



Hint: Timeline and project milestones

Roadmap

Stages of project development

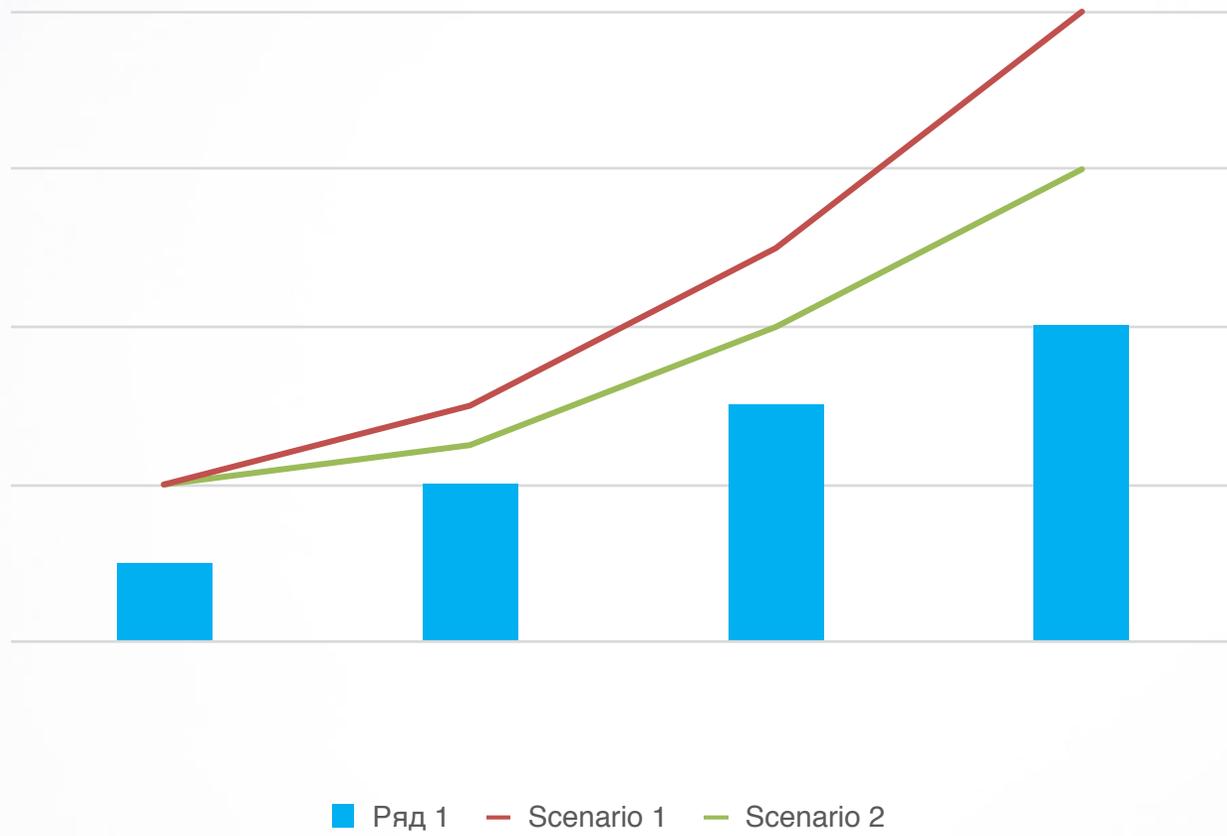


Focus



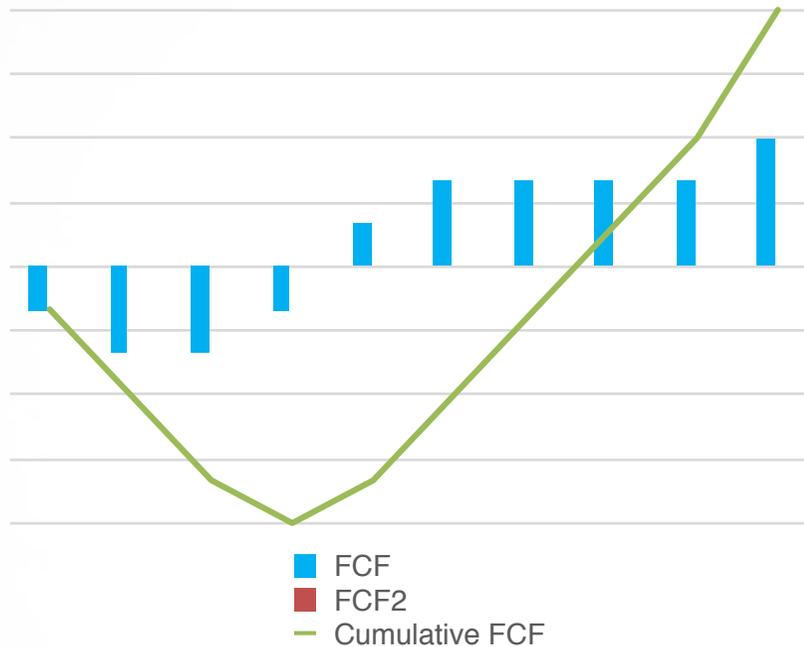
Basic sales forecast

Hint: Several scenarios of sales forecast



Financial indicators of the projects

Hint: Key indicators - net cash flows forecast, the necessary amount of investment, payback period, IRR



Investment



- **Stage I** – ??? thousand \$ / Rub.
- **Payback period** ??? months

- **Stage II** – ??? thousand \$ / Rub.
- **Payback period** ??? months

- **Stage III** – ??? thousand \$ / Rub.
- **Payback period** ??? months

Long-term investment strategy

- ...
- ...

Hint: Different long-term investment strategies (M&A, Sell or further increase the capitalization)



Investment proposal

- ...
- ...

Hint: Details of investment proposal

Participation conditions

Estimated EV

Investment required

Investor equity share

Funding procedure

Indicators

Annual revenue in 3 years

Estimated EV in 3 years

Funding rounds

1) Investment tranche in the N-th month

2) Investment tranche in the M-th month

3) Investment tranche in the K-th month

Project

???

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Спасибо за внимание!

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E-mail@