

# Why ZINO Society?

- Community
- Networking
- Mentorship
- Business
- We are **ZINO Society**... the following slides are offer suggestions and ideas from years of seeing and hearing presentations as we'll as feedback from our investor community.



# Sample Slide Recommendations

- No wrapped text
- No quotations
- No screen shots

# Who Is The Presenter?

- What is your background?
- Why should an investor listen to you?
- Do you have any successful exits?
- Do you have any successful acquisitions?
- What kind of ROI have you generated for previous investors? 3x? 10x?
- Take 15-30 seconds and introduce yourself – grab investor attention before you discuss your company.

# The Problem

- Describe the qualitative and quantitative view of the problem.

# The Solution

- Describe your product or service in terms of benefits.
- Your visual aid should contain; screenshots, photos, a simple architecture diagram or work flow diagram.
- Show a value chain diagram if it is important to show how your solution fits in with other products or services.

# Traction

- Bullet point milestones include;
  - ✓ Patents filed
  - ✓ Signed contracts with partners
  - ✓ Revenue booked
  - ✓ Number of customers
  - ✓ Number of employees
  - ✓ Year founded

# Market Size

- Describe the total market.
- Describe how the market is segmented, ideally in pie chart or some other graph.
- Build these numbers from their constituent parts using drivers that are relevant to your business.

# Customers

- Current and/or potential customers
- Logos work best.
- If you have a large number of customers, cite the total number and average revenue a customer is worth to you, for emphasis.
- Be sure to differentiate between paid and non-paying customers.
- If you have no customers, use this slide to describe your target customers are and/or who your ideal customer would be.



# Business/Revenue Model

- State how you price product / service
- State what the economics of a sale are in terms of COGS (Cost Of Goods Sold);
  - ✓ Dealer commissions
  - ✓ Distributor percentage
- Explain one time vs. recurring revenue sources, estimates etc.
- Identify sources of revenue and cost, with an eye to profitability.

# Marketing Plan / Sales Cycle

- How long is the sales cycle?
- Who are the decision makers?
- In what type of sales or sales support activities are you or your team engaging?

# Partners

- Name names rather than generic categories.
- Qualify status of agreement.
- If there is a pre-agreement, let investors know that the partner has a need, desire, or history of doing what you need them to do.

# Competition

- Orient investors to your direct and Indirect competition.
- This slide is another opportunity to highlight your differential advantage.
- A matrix or grid can be compelling.

# Management Team

- Name, title, previous experience.
- Be brief in your explanation.
- Do not explain what each person does in your company.
- Don't forget to include any positions you are seeking to fill.

# Board of Advisors

- Include those business advisors who help you, know you, believe in you and agree to be spokespeople for your company if called.

# Financial Projections

- Show your “hockey stick” in bar graph form with bars for revenue and income for 5 years of projections.
- Clearly bullet point assumptions that drives these projection.

# The Offer a.k.a Funding Slide

- Describe;
  - ✓ Prior funding
  - ✓ Current round offer
  - ✓ Pre-money valuation
  - ✓ Use of proceeds / milestones
  - ✓ Any future rounds of financing anticipated
  - ✓ Commentary on exit strategy
  - ✓ Any personal funds invested
- ZINO Society recommends this be the last slide in the presentation.