

SUGGESTED CONTENT FOR PRESENTING TO THE BERKELEY ANGEL NETWORK

EXECUTIVE SUMMARY

- **One page is best; conciseness matters.**
- Visual and graphical representation of your business model, technology stack, etc. can be extremely helpful.
- Coverage should be similar to your deck (see below).
- Provide facts and supply real information. Keep advertising to a minimum.

PPT Deck

Your PPT deck should convey the following key content areas. Graphics and visuals can be very powerful in conveying information. Include company and CEO contact information.

- Problem
 - Solution
 - Market Size/ Target Customers/ Go-to-Market Plan (e.g. customer acquisition process, sales cycle, list of current customers, etc.)
 - Sustainable Competitive Advantage (e.g. technology/ IP/ others)
 - Competition
 - Stage of Development/ Corporate Status/ Progress
 - Team
 - Business Model
 - Financial Projections/ Exit Plans (please supply actual prior year plus a minimum 3 years of projected P&L, and show when you turn cash flow positive)
 - Deal/ Terms/ Use of Proceeds
 - Follow-up Conference call or Meeting Date and Time (on the closing slide)
- Include company and CEO contact information on your deck.
 - You will run out of time with simply the above areas of suggested focus. Do NOT try to pack in more information unless it is essential.
 - Demos have little place in a short presentation. If visual demonstration is central to your company's story, keep it under 1 minute.
 - Prepare follow-up slides that provide more in-depth information on important areas related to your business, for Q&A purposes. For example, provide web metrics in a follow-up slide, or supply a graphic representation of your technology stack, draw out the eco-system of your market or your channel, etc.

- During Q&A, remember to refer to a slide if you have relevant content already prepared. It helps your audience to hear as well as see your answer.
- When submitting your executive summary and PPT deck, please use the format, "YourCompanyName BAN executive summary" and "YourCompanyName BAN investor PPT deck."