

ILLUSTRATIVE INVESTOR PRESENTATION

ACME
CORPORATION

The most effective explosive contraptions
for capturing roadrunners



For all questions / inquiries please
contact us at owen@nycseed.com or
visit www.nycseed.com

- There are some basic points all presentations should include. Use this template to check to insure you have all of your main points covered.
- Too much text is not readable
- The point of your initial presentation is get another, more in-depth meeting. Your initial presentation should be less than 10 slides
- Use page numbers
- Put a concise 1-sentence description of what your company does here – make it understandable

Problem

- ❖ Coyotes need advanced technology to catch Road Runners, but are not able to afford research and development costs
- ❖ Coyotes prize roadrunners above all else, but they catch very few
- ❖ Coyotes Roadrunners are difficult to catch due to their speed and intelligence
- ❖ No advanced solutions currently on the market



2

- Less is better
- Succinctly describe the relevant background material & the pain point that your product will solve
- Add a picture if it adds to understanding the problem
- Make the investor understand the pain that your customers feel

Product

- ❖ Acme has developed advanced explosives that are tailored to catching roadrunners in any desert scenario
- ❖ Proprietary algorithms utilize GPS and patent-pending “meep-meep” roadrunner calls
- ❖ iCoyote iPad app is custom-designed around the hunting habits of coyotes



3

- Succinctly describe your product so that ANYONE can understand it
- Make it clear how your product looks from the customer's perspective & describe only the key aspects of your technology
- Use a second product slide only if absolutely necessary

Market



Overall Market

- ❖ 3M coyotes worldwide growing at 10% YOY
 - ❖ Currently coyotes spend \$1000 per week for explosives and hardware to catch roadrunners, resulting in a \$150B market

Addressable Market

- ❖ There are 1M coyotes in desert areas resulting in a \$50B addressable market
 - ❖ There are 6.1M roadrunners in desert areas, growing at 1% YOY

4

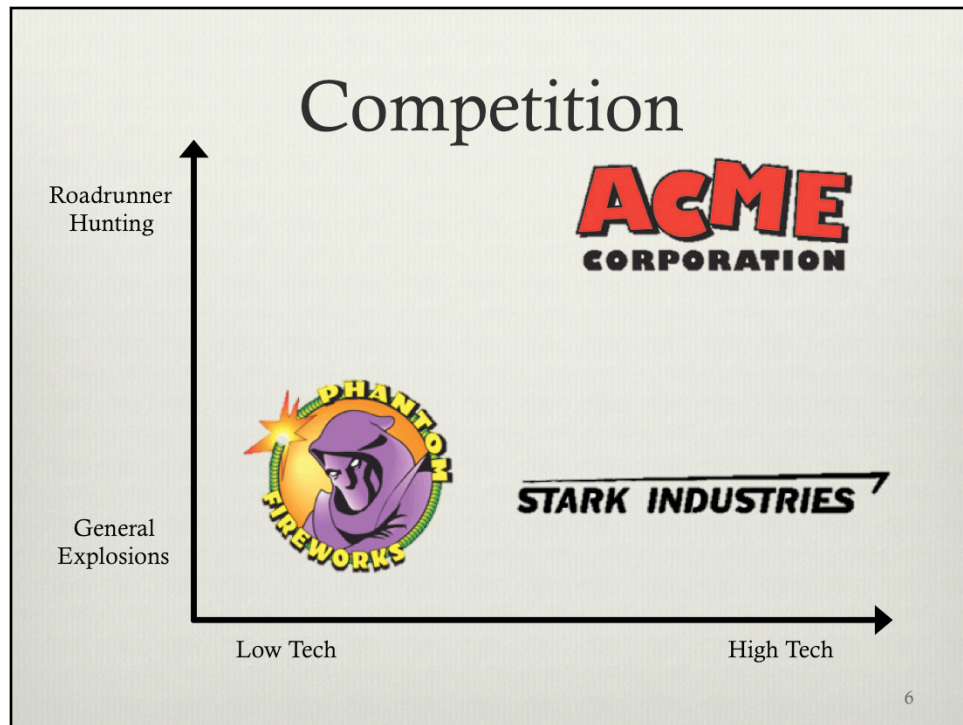
- Explain what the total addressable market (TAM) is with numbers - \$\$, # of consumers, etc.
- TAM means 100% of the market pertaining to your product, including your competitor's portion – VCs can do the math for “if you only get 10% of the market...”
- Use a pie chart or other visualization if it makes it easier to understand
- Do NOT use made-up numbers or percentages – if you need to, run a survey to get a ballpark estimate of the number you need

Business Model

- ❖ The explosives will be sold based on a subscription model
 - ❖ \$40/month for 2 explosives
 - ❖ \$60/month for 4 explosives
- ❖ Acme's cost per explosive ranges from \$5 to \$10, including shipping and insurance
 - ❖ This is a 75% discount over current roadrunner market prices

5

- Explain how you will make money from your product
- Explain how much you will charge and why customers will pay it
- If it makes sense for your company, explain the unit economics



- Draw a picture explaining your relationship to your competitors
- Competition = any entity that your target customers might use instead of your product
- You could include direct and adjacent competitors as long as there is a clear distinction
- Preferred drawing is a 2-D matrix with your company in the upper right
- If the 2-D framework doesn't work well, consider another visual representation such as a feature checklist

User Acquisition/Go To Market

- ❖ Reward program for referring coyotes
- ❖ Direct outreach to coyote interest groups and meetups
- ❖ Online advertising on Google+ targeting the coyote tech early adopters
- ❖ “Roadrunners captured” leaderboard with geotagging posted to Google+ and facebook

7

- Concisely explain how you will get users/customers to use your product
- “It’s going to go viral” is not a strategy – it’s an outcome
- Spend time thinking about this topic – it is tricky & investors care about it

Team

- ❖ Matt Puzio – Chief Explosive Officer
 - ❖ Lehigh, Columbia Business School
 - ❖ Defense industry, Startups, Venture Capital
- ❖ Eugene Joseph – Chief Coyote Salesman
 - ❖ NYU Stern
 - ❖ Banking, Startups, Venture Capital
- ❖ Victoria Cheng – Chief Roadrunner Strategist
 - ❖ Georgetown, Columbia Business School
 - ❖ Banking, Startups, Venture Capital

Entire team is full-time

8

- Name – Position – Education – Professional Background
- Mention the key team members only
- State the number of full-time team members

Thank you!

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- The same concise 1-sentence description of what your company does from the first slide goes here