

At Angel Forum we focus on companies that are ready for investment and score high in the following areas:

- *product or technology that solves a problem*
- *strong founding/management team*
- *high growth potential in a large market*
- *sustainable competitive advantages (usually proprietary technology)*
- *probability to earn the investor 10x their investment in less than 5 years*

Approaching investors and getting this story across is primarily driven by a solid Executive Summary and a Slidedeck or Pitchdeck that mirrors the executive summary. These touch on a number of core points and if you present it in a verbal format it is basically a story you are telling, like this:

*“This is who we are, we are solving this **problem** for which we have built this **solution**. The resulting **product** has this **underlying technology** and these **benefits** that ensure a **product-market fit**. We will be selling our product using this **business model**. We are going to capture this **market** using these **sales & marketing approaches** and while we see these **competitors**, we believe we can do as well or even better as these other companies as these are our **competitive advantages**. This has been our **traction** to date and this is the **basic plan** going forward with these **key milestones** for which we need \$ **against these terms** and these are the **people** that are going to do it“*

To get this message across is relatively simple, yet very few companies are good at it. It can be done in an executive summary of ideally 2 pages and in a Slidedeck of 10-15 slides, the latter assumes that you need to go through your pitch in roughly 10 minutes. You can have back-up slides to address questions after the pitch with supplemental information.

On the next page you will find a basic instruction to complete both the Executive Summary and Slidedeck. **For the deck, use as few words as possible, make it visual. Too much text distracts the audience you are talking to.**

OVERVIEW	<p>This is the intro. Briefly describe your product and target market and summarize why your product is competitive.</p> <p>Mention briefly the history of the company and where it is located.</p>
PROBLEM	<p>State the key problem(s) you are addressing, the pain in the marketplace and how your company/technology is able to solve it. If not solving a problem, focus on the opportunity.</p>
SOLUTION	<p>Describe your product / service. Use photo or screenshot.</p>
TECHNOLOGY	<p>Discuss the technology / unique features / IP/ Patents / potential for patents etc.</p>
BENEFITS	<p>Try and answer this question: Why is this good for your customers, why would they pay for it to get it? What is the product-market fit?</p>
BUSINESS MODEL	<p>Describe how you make money from your product. License, subscription, \$/product revenues?</p>
MARKET	<p>Define the market opportunity and summarize the key market verticals the company is targeting. Would help if the market can be sized in \$ terms. And: who is the buyer?</p>
PLAN	<p>Describe the go-to-market plan/strategy, sales plan, marketing plan. Include sales traction to date if any.</p>
COMPETITION	<p>Mention other players and state in bullet point format your key competitive advantages and possibly refer to competitor weaknesses.</p>
MILESTONES	<p>List the key accomplishments to date (product stage, commercial traction, funds invested to date, government support) and project future ones and add key funding/revenue events.</p>
INVESTMENT	<p>Outline the \$ amount the company is currently seeking and how will the funds be used? Insert 'use of funds'. Add the terms of the financing (preferred shares, common shares, SAFE or convertible? Also highlight the shareholding/ownership structure.</p>
PROJECTIONS	<p>Insert a brief chart/graph with past numbers & projected revenues/costs for the next three 3-5 years. No Hockeystick, give a realistic but optimistic view. You can combine with Milestone slide.</p>
TEAM	<p>Brief, two-sentence bios of each key team member.</p> <p>List bios of board of directors and advisors if you have them.</p>