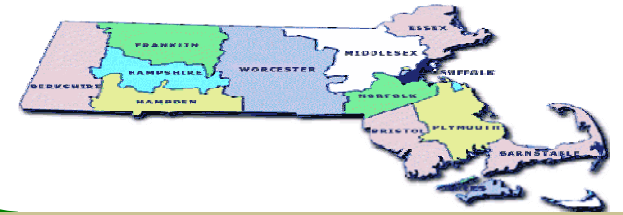


Investing Where We Can Make A Difference



Massachusetts Technology Development Corporation

40 Broad Street, Suite 818, Boston, MA 02109

Presentation to:

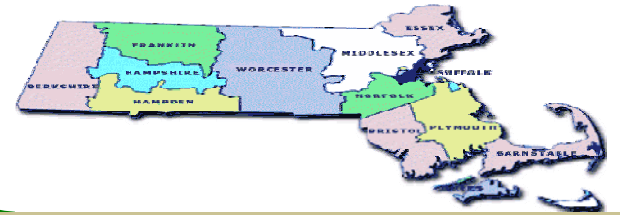
ENET – Boston Entrepreneurs' Network

“What investors want to hear & see about your company”

April 3, 2007



COMPANY OVERVIEW

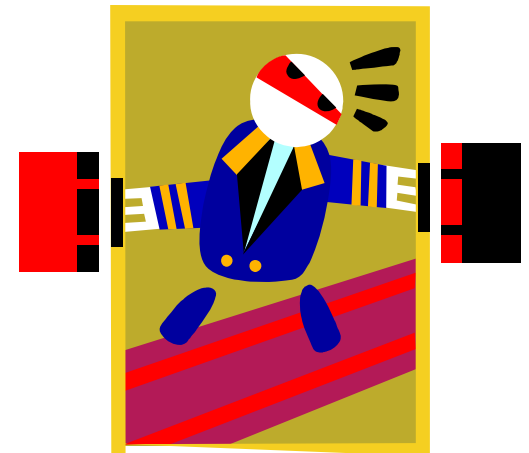


❖ Nail down very clearly your mission and pitch.

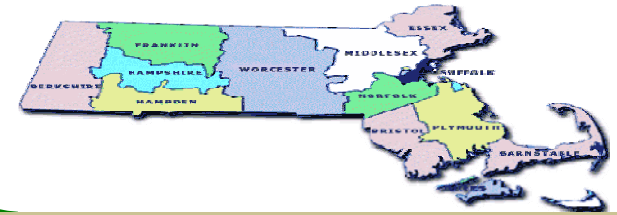
- Must be short, succinct and to the point.
- This is your mission statement.

❖ This is your elevator pitch.

- Remember that you have about 30 seconds to hook them.

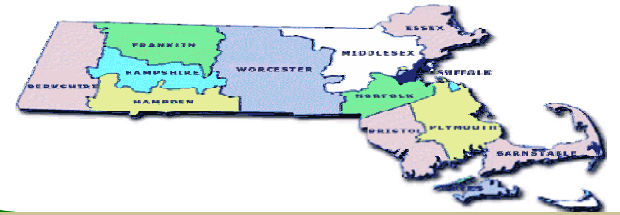


PROBLEM STATEMENT



- ❖ **What PROBLEM are you SOLVING with your target market?**
- ❖ **How big is the problem = Market size (Bottom-up & Top-down) a.k.a. Total Addressable Market**
 - NOT MARKET ANALYST RESEARCH “BS”.
- ❖ **If possible, highlight specific customers who told you their pain.**

SOLUTION STATEMENT



❖ **How are you going to address the pain point in your target market?**

- What is your value proposition?
- “Nice to Have” vs. “Got to Have”

❖ **Detail products and benefits.**

- If you’re still in the “a or β ” product development stage, use the timeline to identify all milestones.

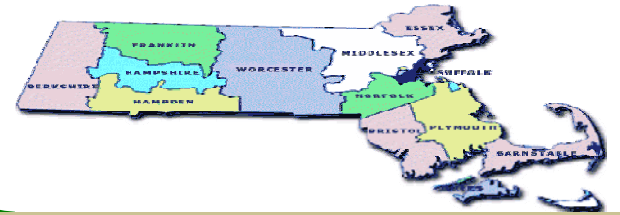
❖ **Add a slide or two to show the architecture and where it fits.**

- Don’t go over-board with technical jargon and acronyms.

“If a man can make a better mouse-trap than his neighbor, the world will make a beaten path to his door.”

Ralph Waldo Emerson - 1858

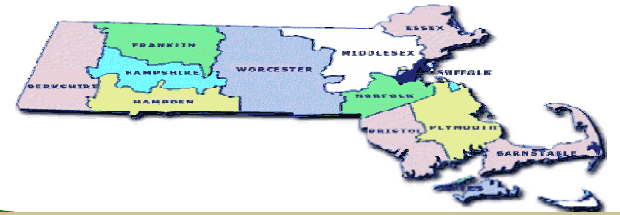
PROPRIETARY POSITION



- ❖ **Do you have a technology edge?**
 - Detail it by using the “K.I.S.S” Principle.
- ❖ **Do you have patents pending?**
- ❖ **Future Product Development**
 - Use the timeline to show this.
 - Don’t want to be a “one-trick” pony.
- ❖ **Very few companies get funded on an execution strategy alone.**

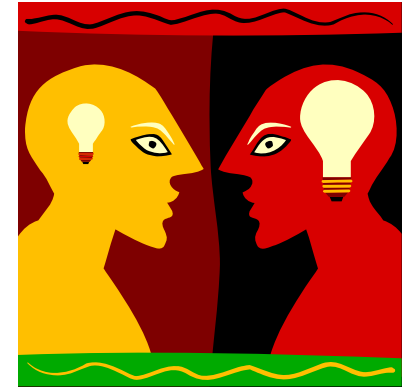


COMPETITION



❖ Who are your enemies?

- List your top 3-5 competitors and highlight your advantages and how you will win.
- Please don't say NONE! If you do, spend more time on research.

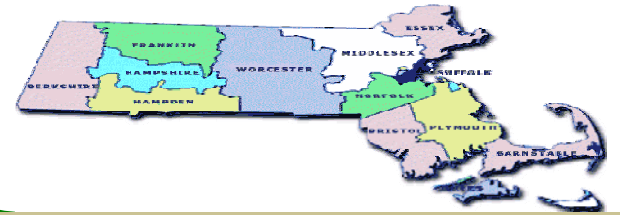


❖ Best to put this information in a table format

❖ The “Magic Quadrant” approach.

- Show your market knowledge; know your playing field.

MARKET EXECUTION STRATEGY



BRAND CAMP

by Tom Fishburne

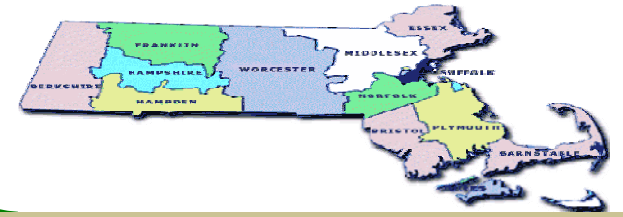
MIND TO MARKET IN 3,000 DAYS



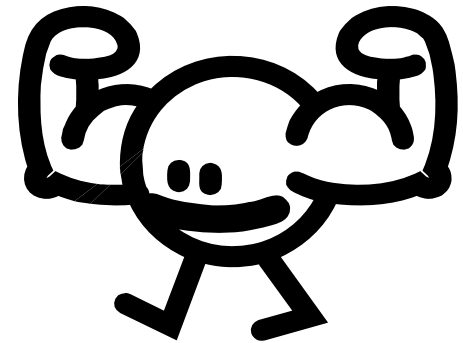
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SKYDECKCARTOONS.COM

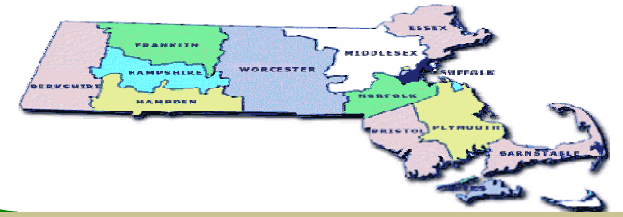
MARKET EXECUTION STRATEGY



- ❖ How will you win in your market?
- ❖ How will you sell your products?
- ❖ What is your Go-to-Market strategy?
- ❖ Define the person you are selling to
 - Rank (decision maker?)
 - Budget
 - Motivation
 - Power within organization
- ❖ What is your sales cycle?



MANAGEMENT TEAM



❖ Who will make this Business Plan happen?

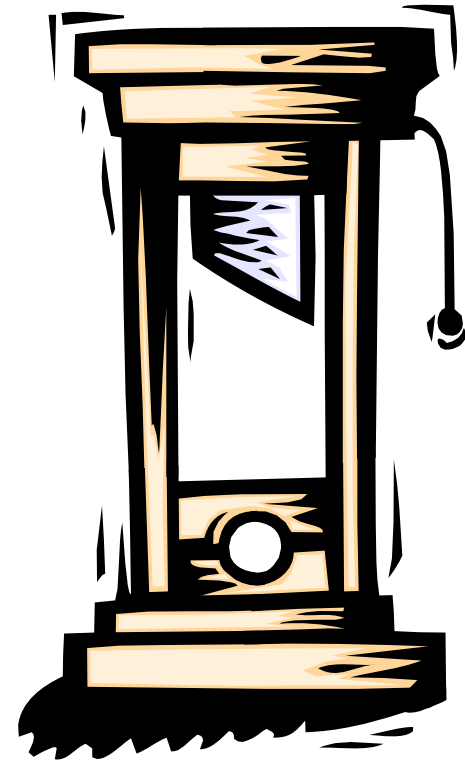
- It's not about technology.
- It's all about EXECUTION!

❖ Who are the key team members?

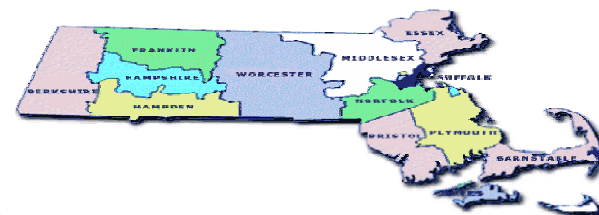
- Deep Domain Expertise
- Multiple Disciplines

❖ Why will this team win?

❖ Where will you need to hire?

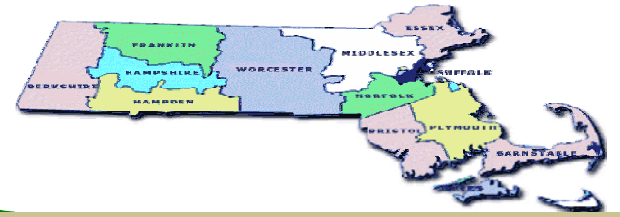


USE OF FUNDS



- ❖ **How much are you looking for vs. How much money do you REALLY NEED?**
- ❖ **Detailed timeline for key events and milestones**
 - Performance goals
 - Back-up with KEY financial assumptions
- ❖ **How much and When will you need additional funds?**
 - If possible, detailed timeline

EXIT STRATEGY

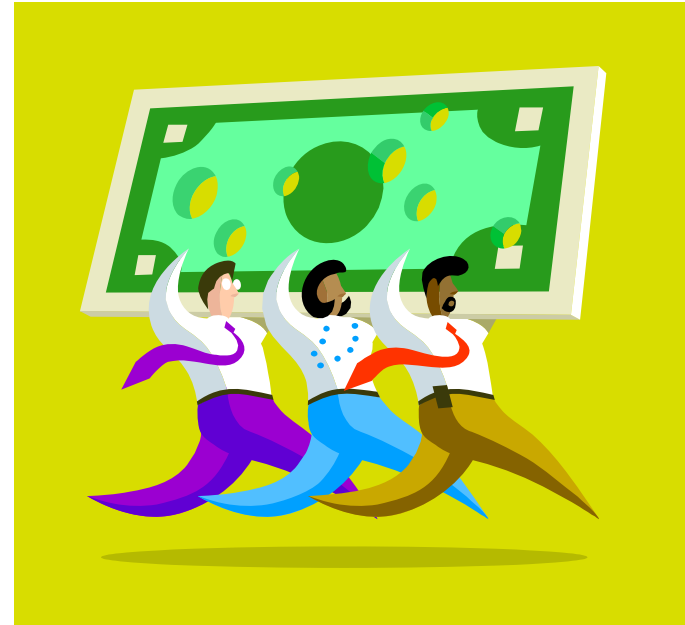


❖ Who?

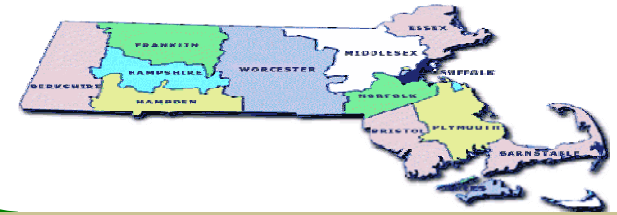
❖ Why?

❖ When?

❖ Recent market comp



SUMMARY

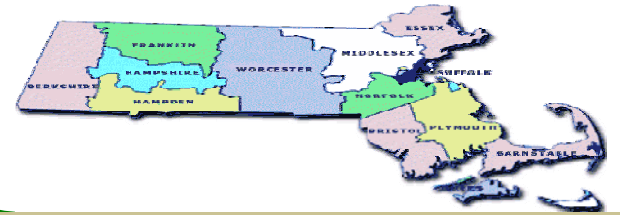


❖ Goal: 3-5 take away points, be invited back for the next meeting.

- ✓ Why are you different?
- ✓ Why you will win?
- ✓ Why should someone invest in you?
- ✓ When should they invest?

❖ Take away points from this meeting:

- ✓ What PROBLEM are you solving?
- ✓ What is your T.A.M.?
- ✓ What is your go-to-market strategy?
- ✓ Who are the key team members?
- ✓ How much money do you really need to raise?



Thank You

Contact Information:

MTDC, 40 Broad Street, 818, Boston, MA 02109

Paul Tu, ptu@mtdc.com, 617-226-2826

