

**LAUNCHPAD**  
venture group



**Investor Presentations**

May 2009

# Ham Lord's Bio

- **Software Entrepreneur**
  - Co-founded 3 technical software companies (MicroChem, MSI, AVS)
  - All three acquired by public companies
- **Angel Investor**
  - Personally invested in 13 companies over past six years
  - Managing Director of Launchpad Venture Group
    - 60 Members, 24 Investments, \$8M+ Invested in past 5 years
- **Advisor**
  - Assist companies looking to raise Series A & B funding



# Launchpad Venture Group

- Founded in 2001 with a focus on early stage technology startups
- Group has grown from 15 members to 60+ members over 7 years
- We've invested \$8M in 24 companies and helped those companies raise an additional \$140M



NEUROPTIX



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# Launchpad Venture Group

- **Investments**
  - Software: Business and Technical Applications
  - Consumer: Internet Content and Interactive Devices
  - Medical: Device and Personalized Medicine
- **Typical Investment:**
  - \$250K in initial round, \$500K in follow on rounds



# Investor Summary Materials

- What materials do you need to produce?
  - PowerPoint Presentation (to be delivered in 10 to 15 minutes)
  - One Page Summary Document (a quick read)
    - Executive Summary for Business Plans
- Who is your target audience?
  - Investors
  - Lenders
  - Employees (current and future)

# The Heart of the Pitch

- **Problem to be Solved**

- Prove there is a definite customer need (tell a compelling story)
- Problems should be at top of your customers' "Need-to-Have" list

- **Your Solution**

- Don't get too detailed, tell us about it in one slide
- Put your Value Proposition up front – how are you solving the customer's problem

- **Your Team**

- Key employees and advisors and their applicable industry background
- Brings credibility and legitimacy to your business and it's the biggest factor in the investor's final decision

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# What Does the Market Look Like?

- **Market Opportunity**
  - Size, growth, characteristics of your market
  - Has to be big to attract capital, but be realistic about scope
- **Current Competitive Market**
  - Who are the competitors, what is your advantage and how will you protect your competitive advantage
- **Market Strategy**
  - What sales channels and partnerships will you have

# The State of Your Business

- **Current Status**
  - State of product, current customers, partners, etc
- **Critical Risks**
  - What can go wrong and how will you manage



# What You Want from Investors

- Financials

- 5 year financials, what will it take to get to positive cash flow
- Top Line: “how big does this get?”

- Funding Requirements

- Funds needed, pre-money valuation, use of funds
- Bottom Line: “how much capital required?” “how profitable?”  
“what return can I expect on my investment?”

# Closing Comments

- Make sure you need outside funding to get your company up and running
- Network with savvy, connected individuals
- Make sure your business is interesting to the people you pitch to – don't waste your time and their time
- Find a Champion within the funding organization to help shepherd you through the investment process

# For More Info

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