

**Company  
logo** slogan



## **Name of the service**

Investor presentation  
[example]\*

# Executive summary

## Product / Service

- ...
- ...

## Market

- ...
- ...

## Competitors

- ...
- ...

## KSF

- ...
- ...

## Status / Traction

- ...
- ...

## Investment

- ...
- ...

## Team

Photo	<b>Name</b>
	Role
	• ...
	• ...

Photo	<b>Name</b>
	Role
	• ...
	• ...

## RoadMap

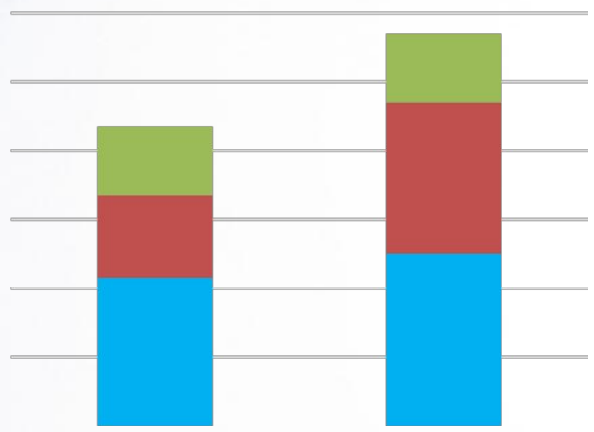
- 1 •...  
•...
- 2 •...  
•...
- 3 •...  
•...

# Characteristics of the global market of similar products / services

Hint: Global market size, structure and dynamics

## Key conclusion on structure

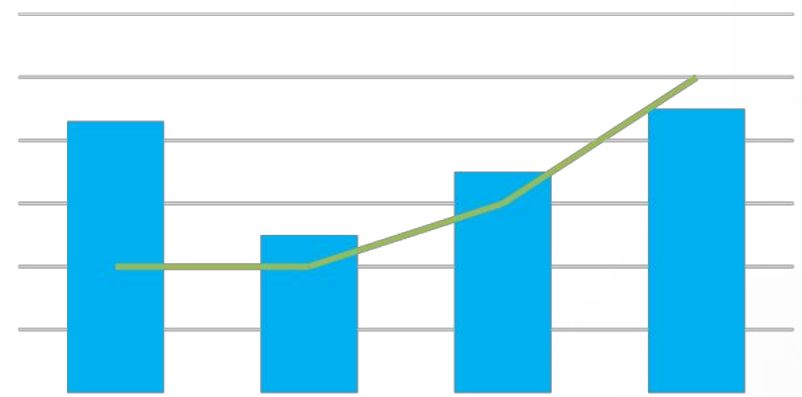
World market structure



- ...
- ...
- ...

## Key conclusion on trends

World market forecast



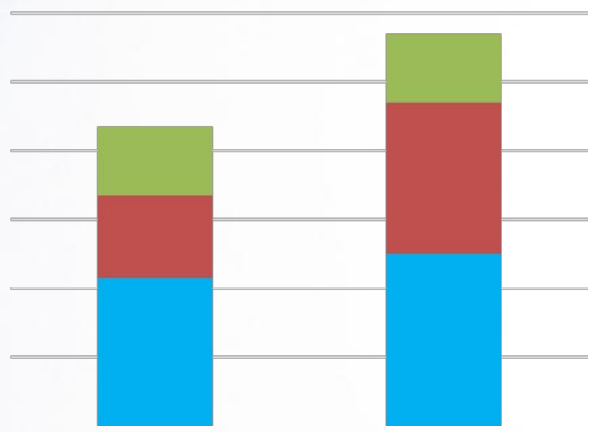
- ...
- ...
- ...

# Characteristics of the addressable (local) market of similar products / services

**Hint:** Target market size, structure and dynamics

## Key conclusion on structure

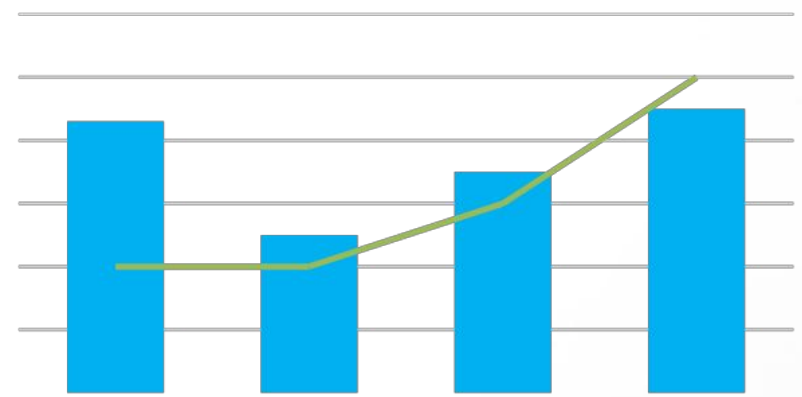
Local market structure



- ...
- ...
- ...

## Key conclusion on trends

Local market forecast



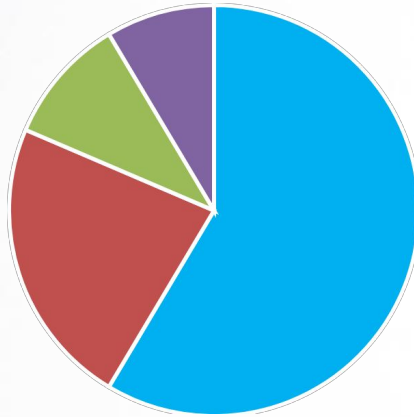
- ...
- ...
- ...

Hint: target market segments целевые сегменты рынка – customer segments which the product / service is mainly focused on

# Analysis of target market segments

## Key conclusion on target segments

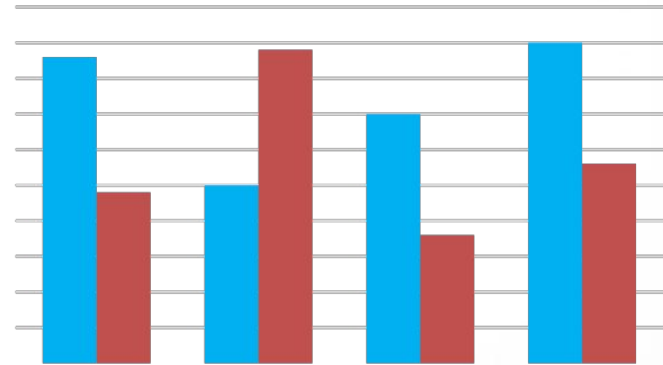
Market segmentation



- ...
- ...
- ...

## Размер и тренды целевых сегментов

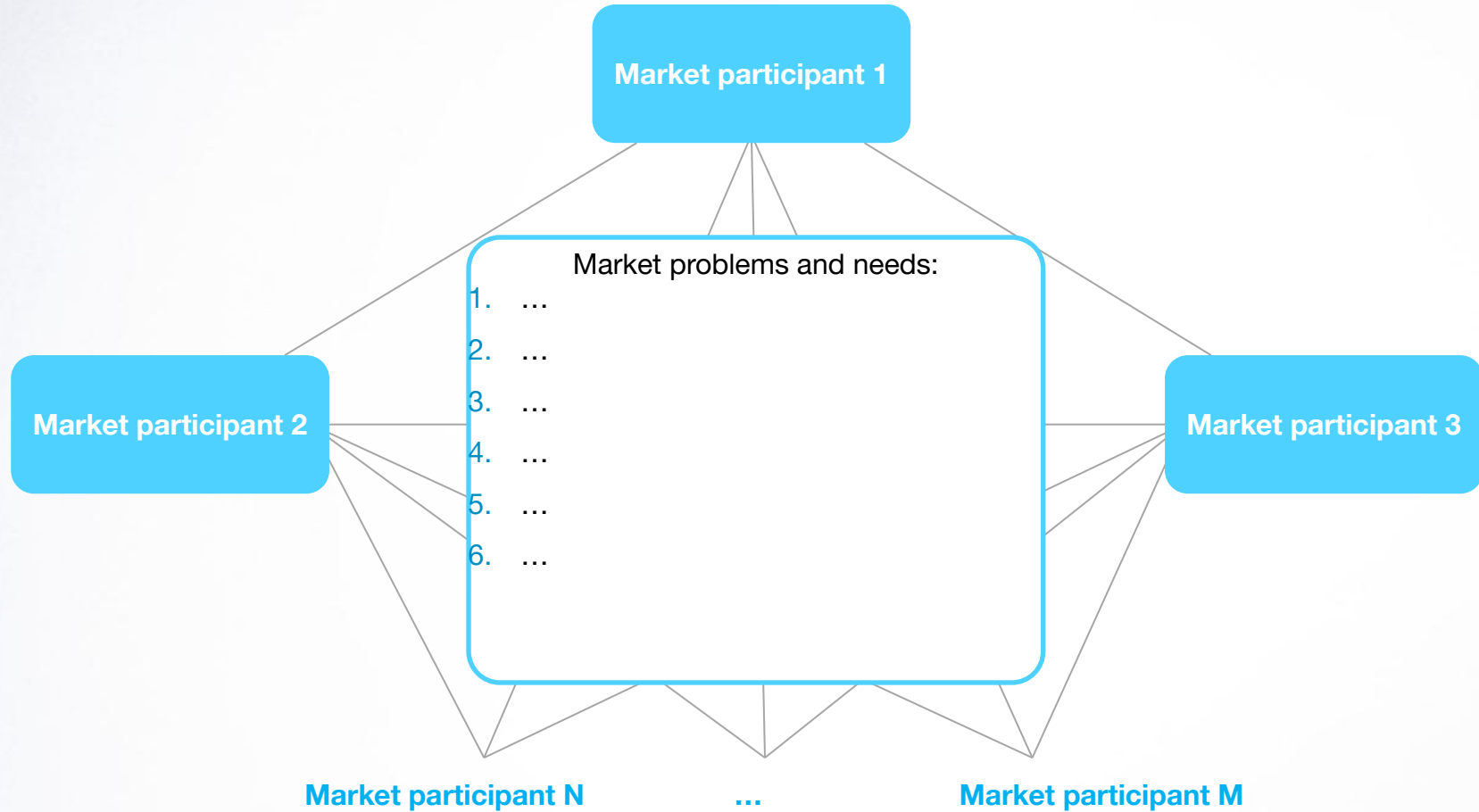
Target segments market forecast



- ...
- ...
- ...

**Hint:** на слайде описывается текущая ситуация на целевом рынке – взаимоотношения основных участников рынка и ключевые проблемы и потребности

# Market problems and needs



# What the project brings to the market?

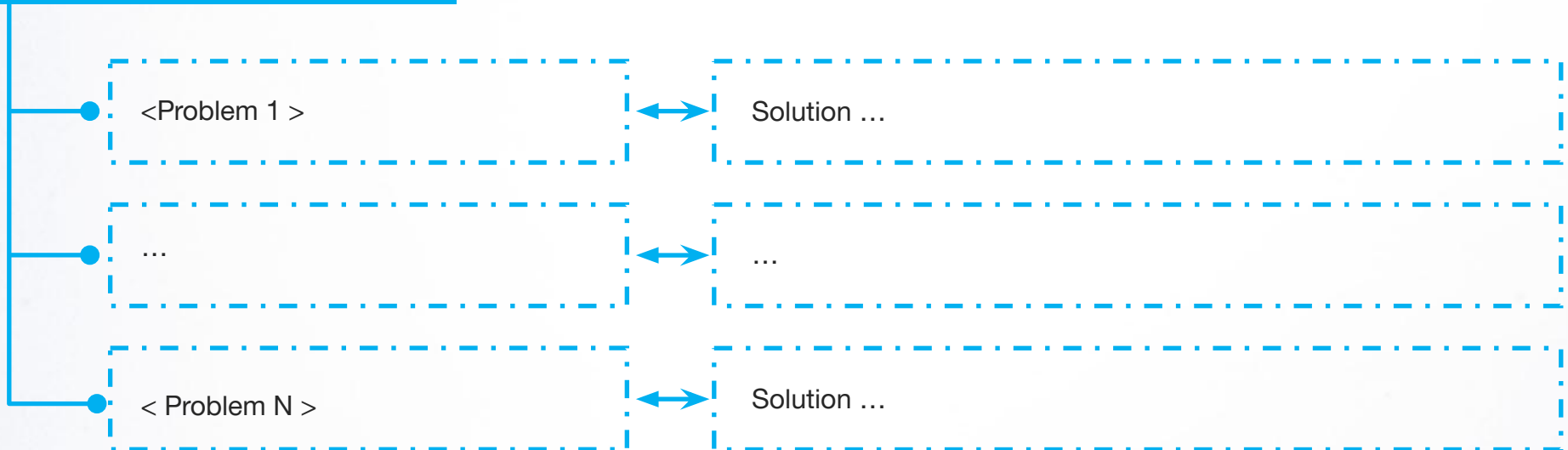
## Project

Brief statement describing the essence of the project

## Mission & Vision

...

## Problem solving



# Business concept: project overview / description of know-how

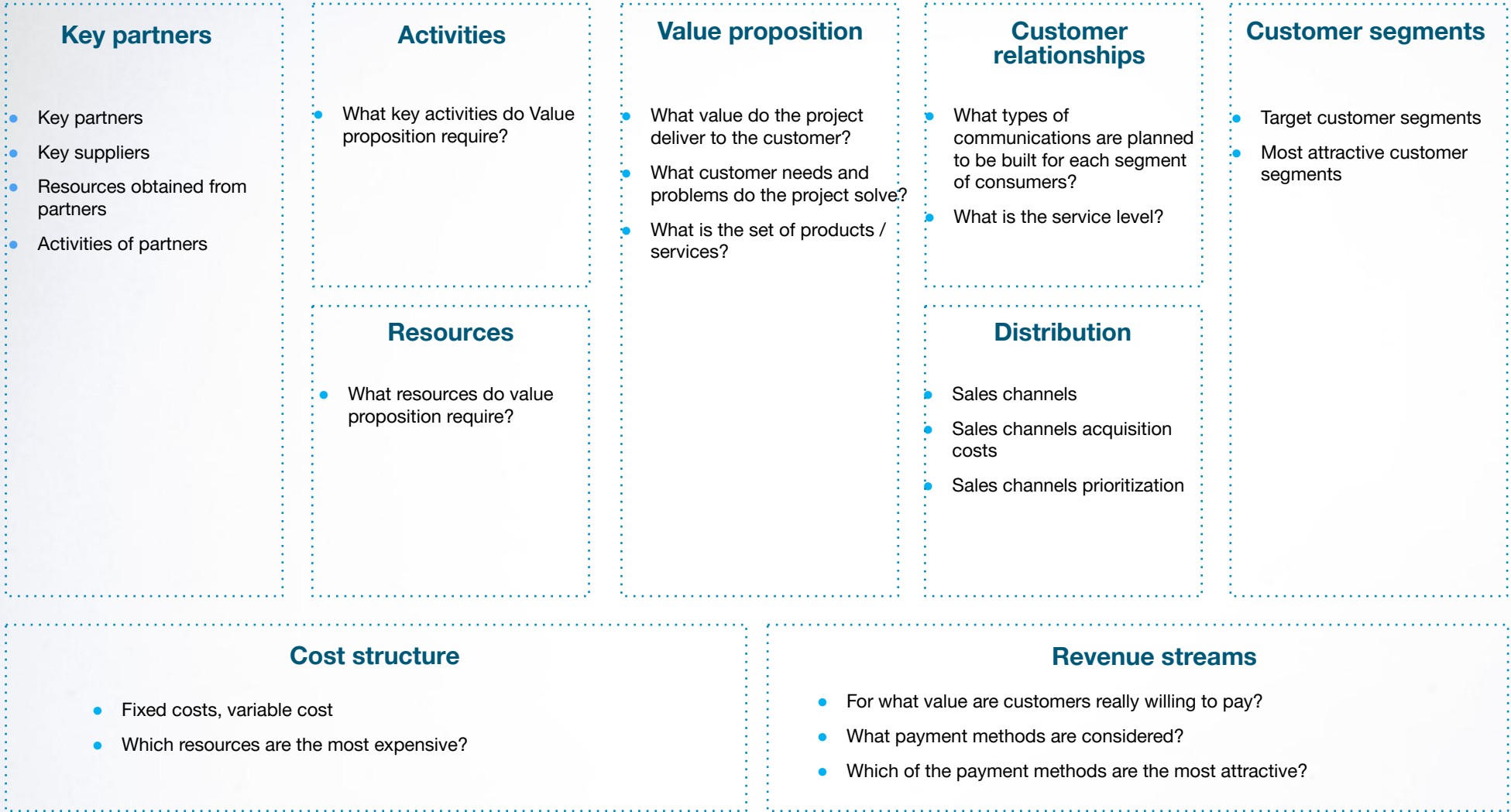
**Hint:** Business concept of the project in the form of charts, diagrams, infographics, and also a chain of key business processes



Infographics



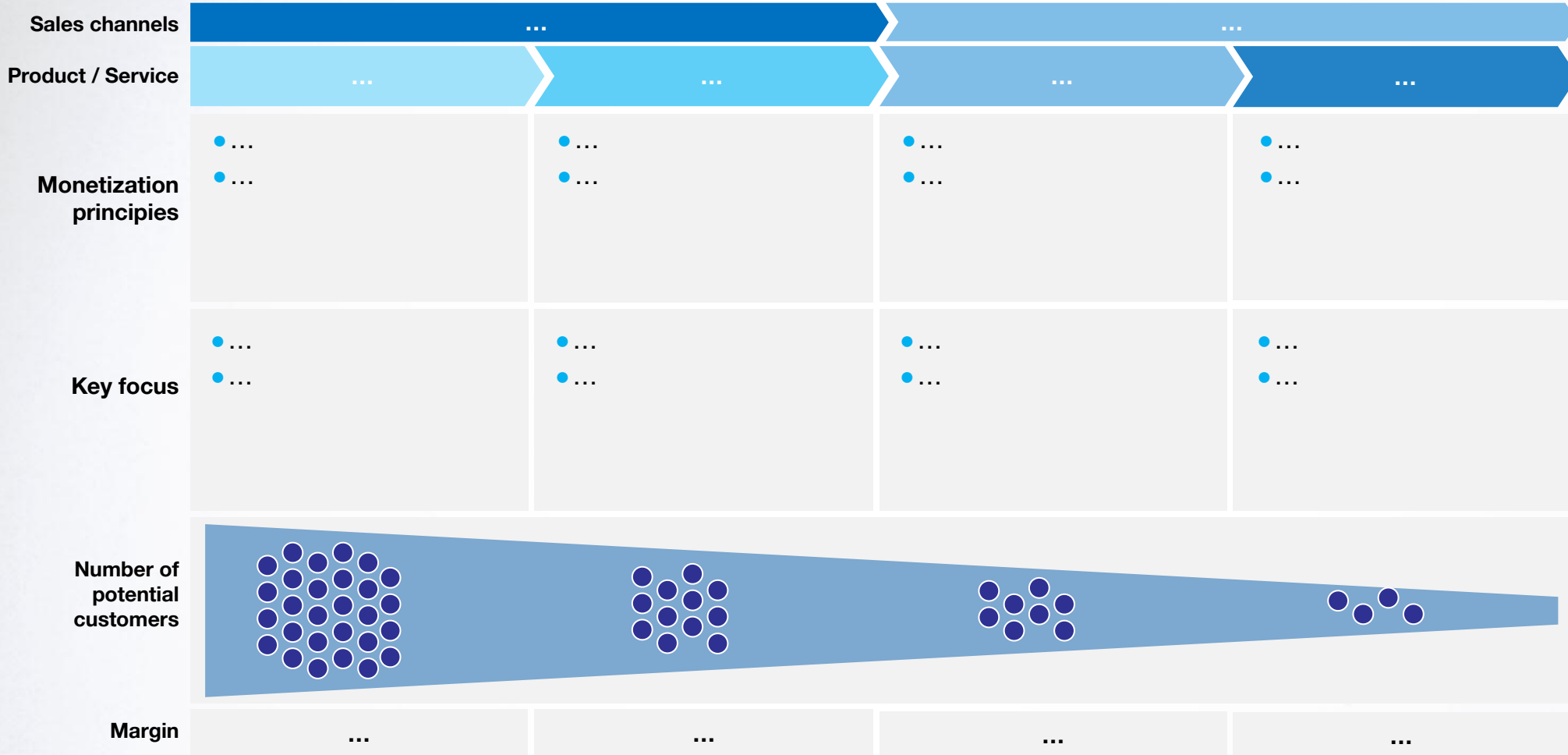
# Business model canvas



Hint: Full list of monetization principles of the project and their overall contribution to the future income of the project

# Monetization

- ...
- ...
- ...



Hint: Comparison of the project vs. different types of competitors

# Competitors study

	Competitors 1			Competitors 2			Competitors 3		Your project
	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Name									
Criterion 1									<input checked="" type="checkbox"/>
Criterion 2	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Criterion 3									<input checked="" type="checkbox"/>
Criterion 4				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Criterion 5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				
Criterion 6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Criterion 7				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**Hint:** Several examples of similar business solutions (possibly from other industries)

# Best practice: case study

Case 1

Case 2

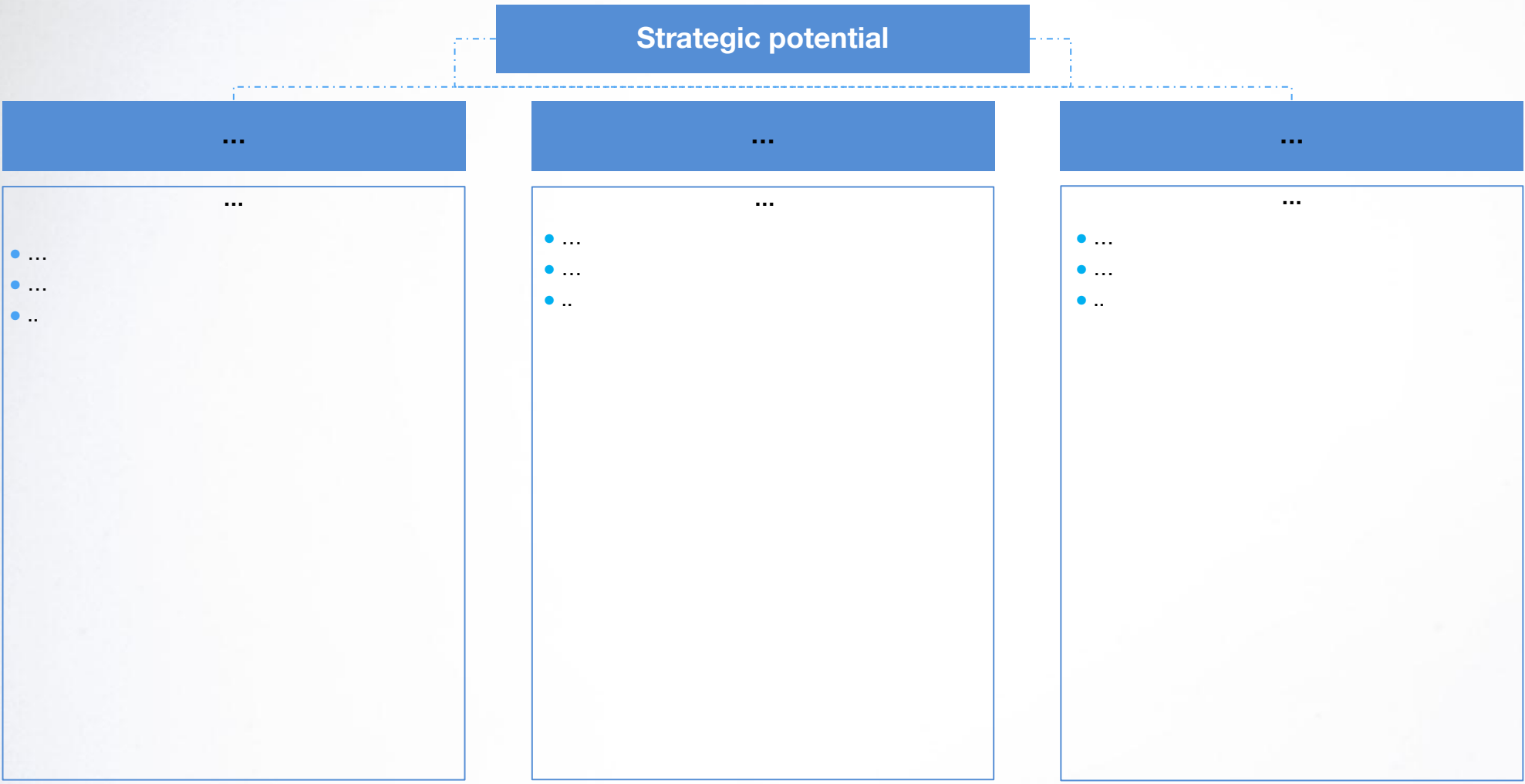
Case 3

Case 4

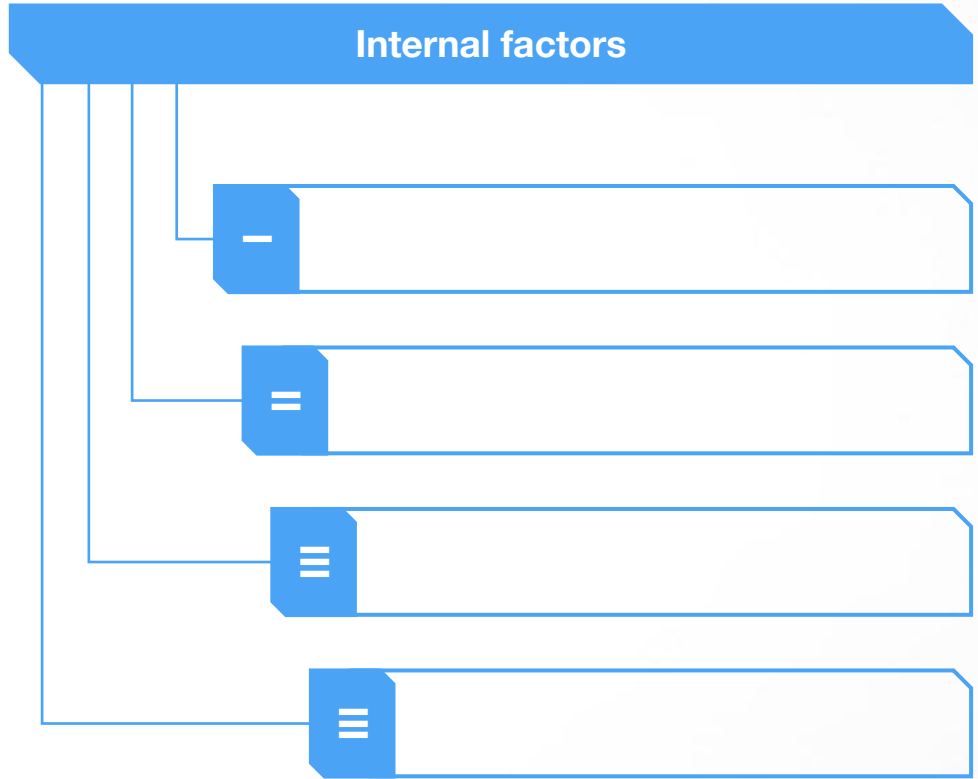
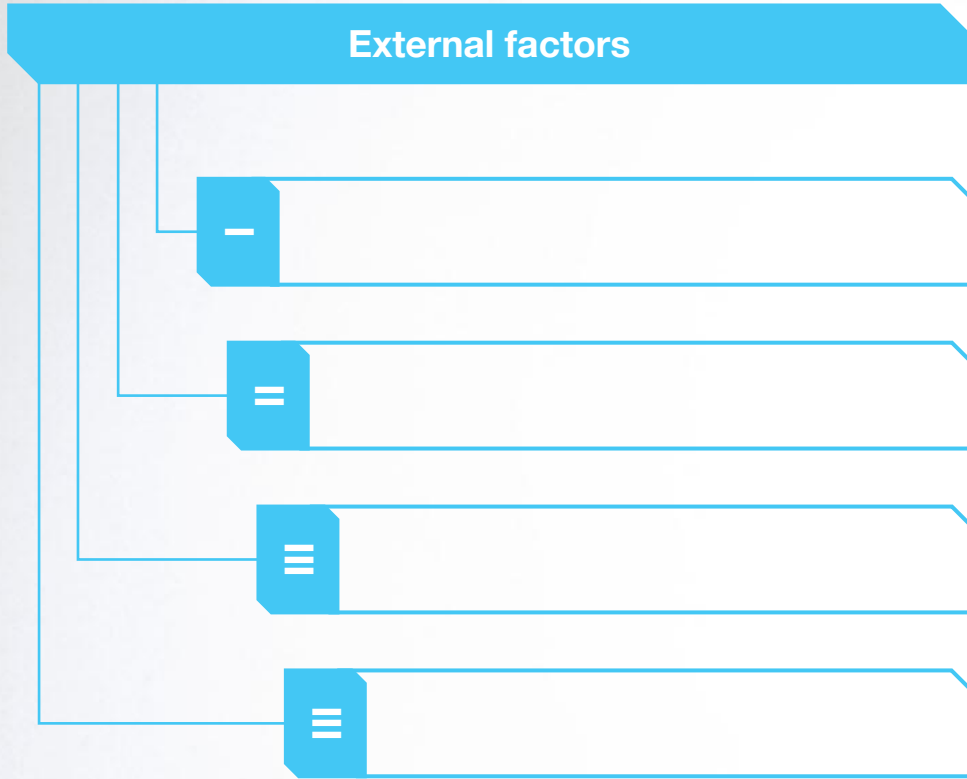
# Strategic potential of the project

- ...
- ...

**Hint:** Strategic potential of the project – the arguments for why the project will be successful in the future, for example, the current market dynamics, changes in the structure of demand, etc.



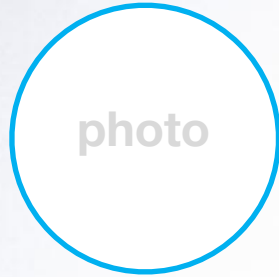
# Key success factors





Hint: Project team description

# Key leaders of the project



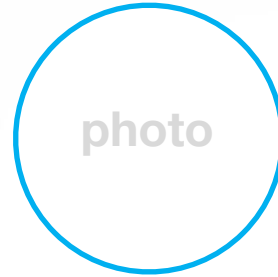
**Name**  
Role

**Education:**

...

**Experience:**

- ...
- ...
- ...



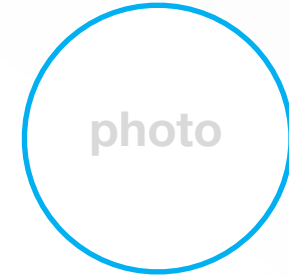
**Name**  
Role

**Education:**

...

**Experience:**

- ...
- ...
- ...



**Name**  
Role

**Education:**

...

**Experience:**

- ...
- ...
- ...

Hint: Current results of the project, including financial statistics and other measurable performance

# Project status

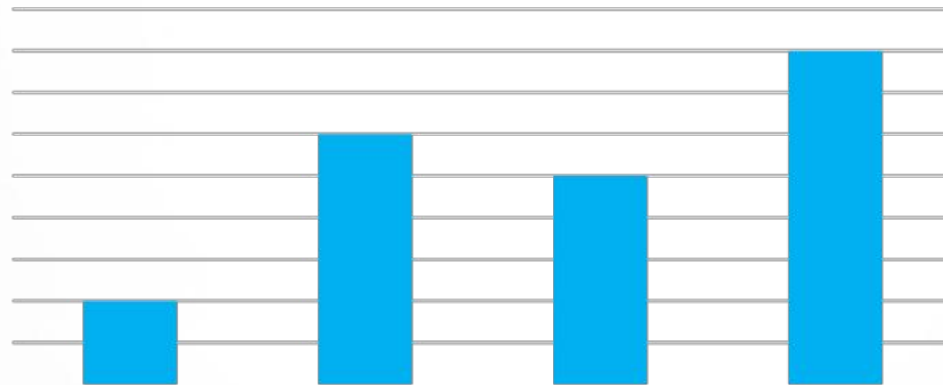
## What is done:

✓ ...

✓ ...

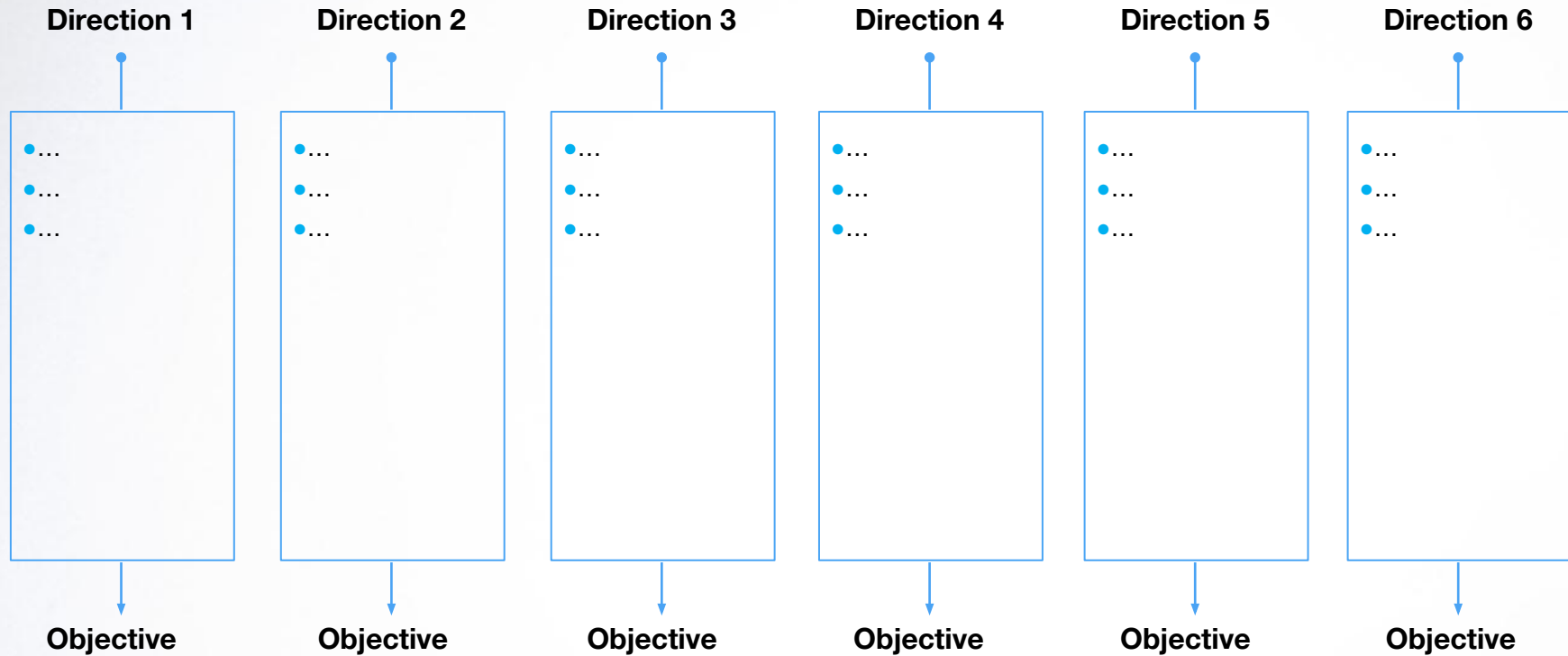
✓ ...

✓ ...



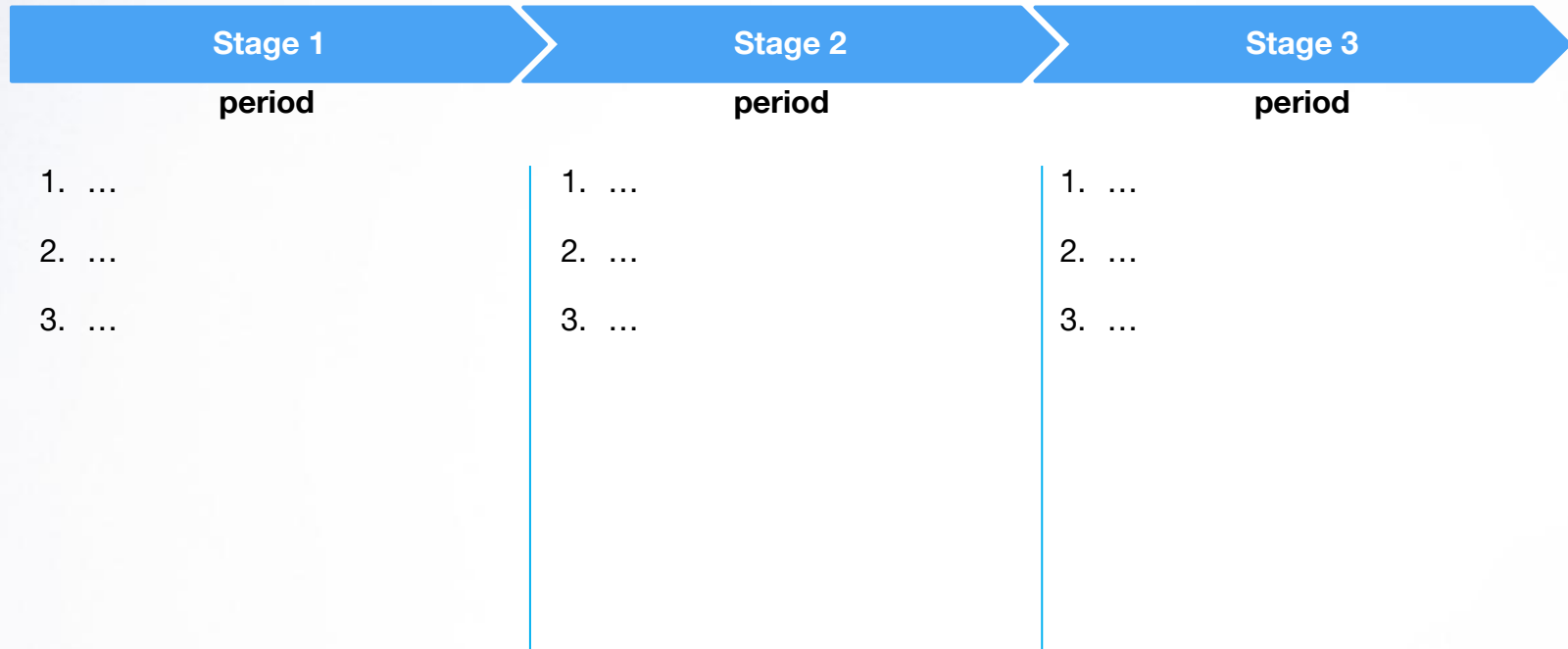


# Directions of the project development

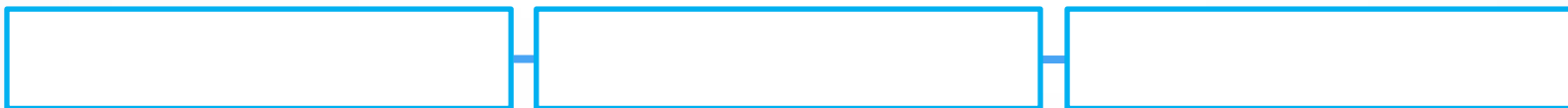


# Roadmap

## Stages of project development

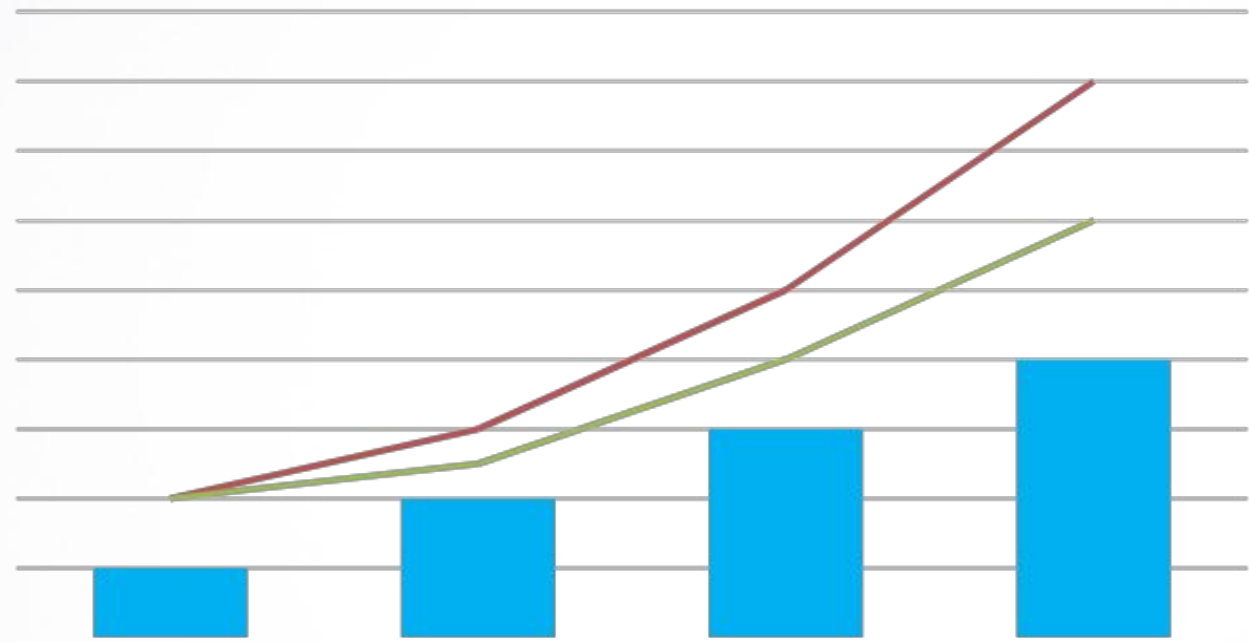


Focus



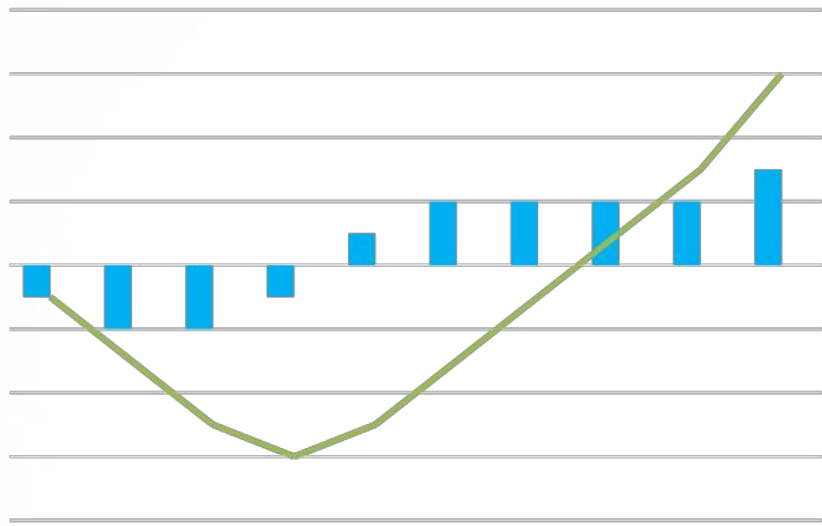
# Basic sales forecast

Hint: Several scenarios of sales forecast




# Financial indicators of the projects

**Hint:** Key indicators - net cash flows forecast, the necessary amount of investment, payback period, IRR



**Investment**



- **Stage I** – ??? thousand \$ / Rub.
- **Payback period** ??? months

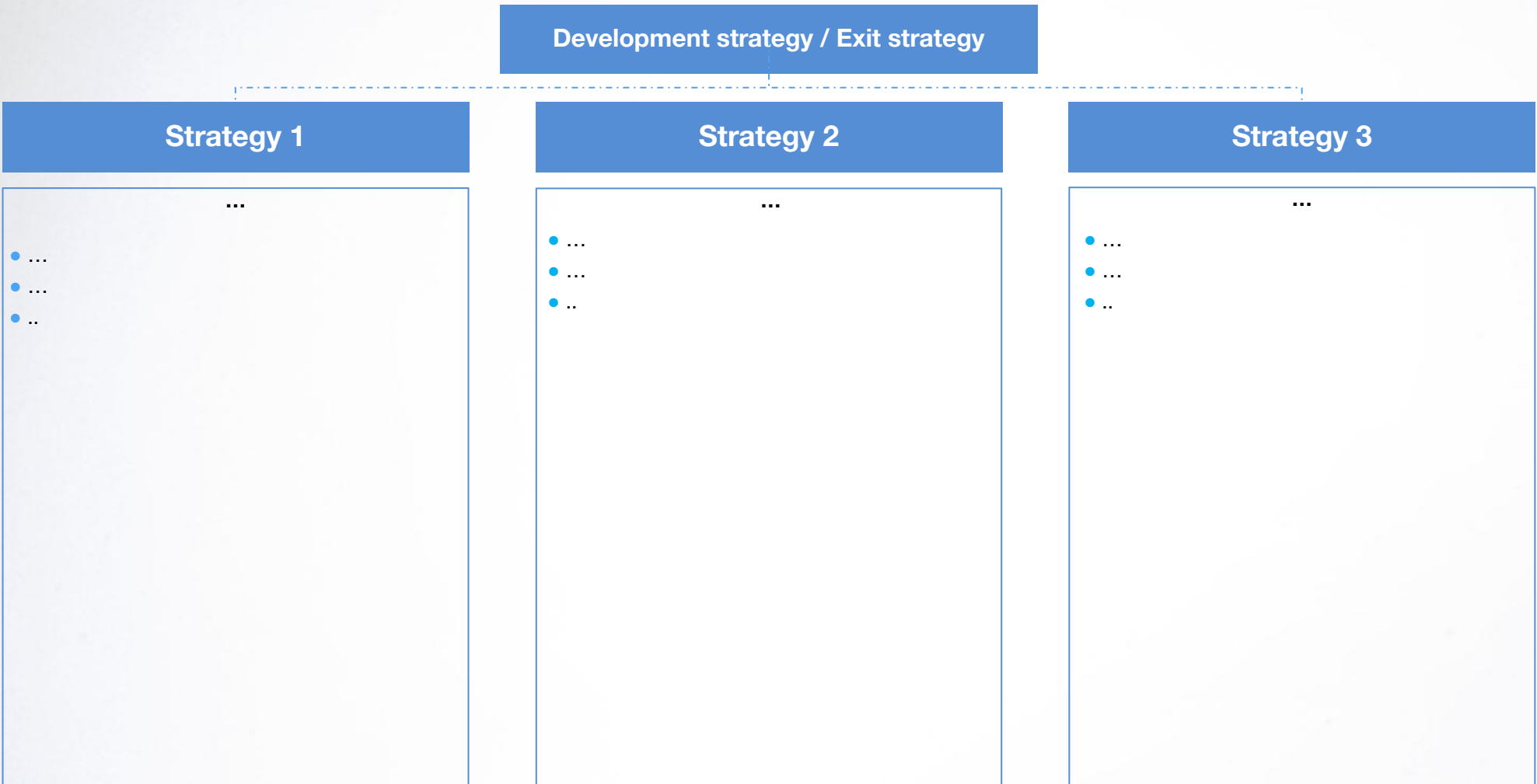
- **Stage II** – ??? thousand \$ / Rub.
- **Payback period** ??? months

- **Stage III** – ??? thousand \$ / Rub.
- **Payback period** ??? months

# Long-term investment strategy

- ...
- ...

**Hint:** Different long-term investment strategies (M&A, Sell or further increase the capitalization)



# Investment proposal

- ...
- ...

**Hint:** Details of investment proposal

## Participation conditions

Estimated EV

Investment required

Investor equity share

Funding procedure

## Project

???

???

???

???

## Indicators

Annual revenue in 3 years

???

Estimated EV in 3 years

???

## Funding rounds

1) Investment tranche in the N-th month

???

2) Investment tranche in the M-th month

???

3) Investment tranche in the K-th month

???

**Спасибо за внимание!**

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