

Company
logo slogan

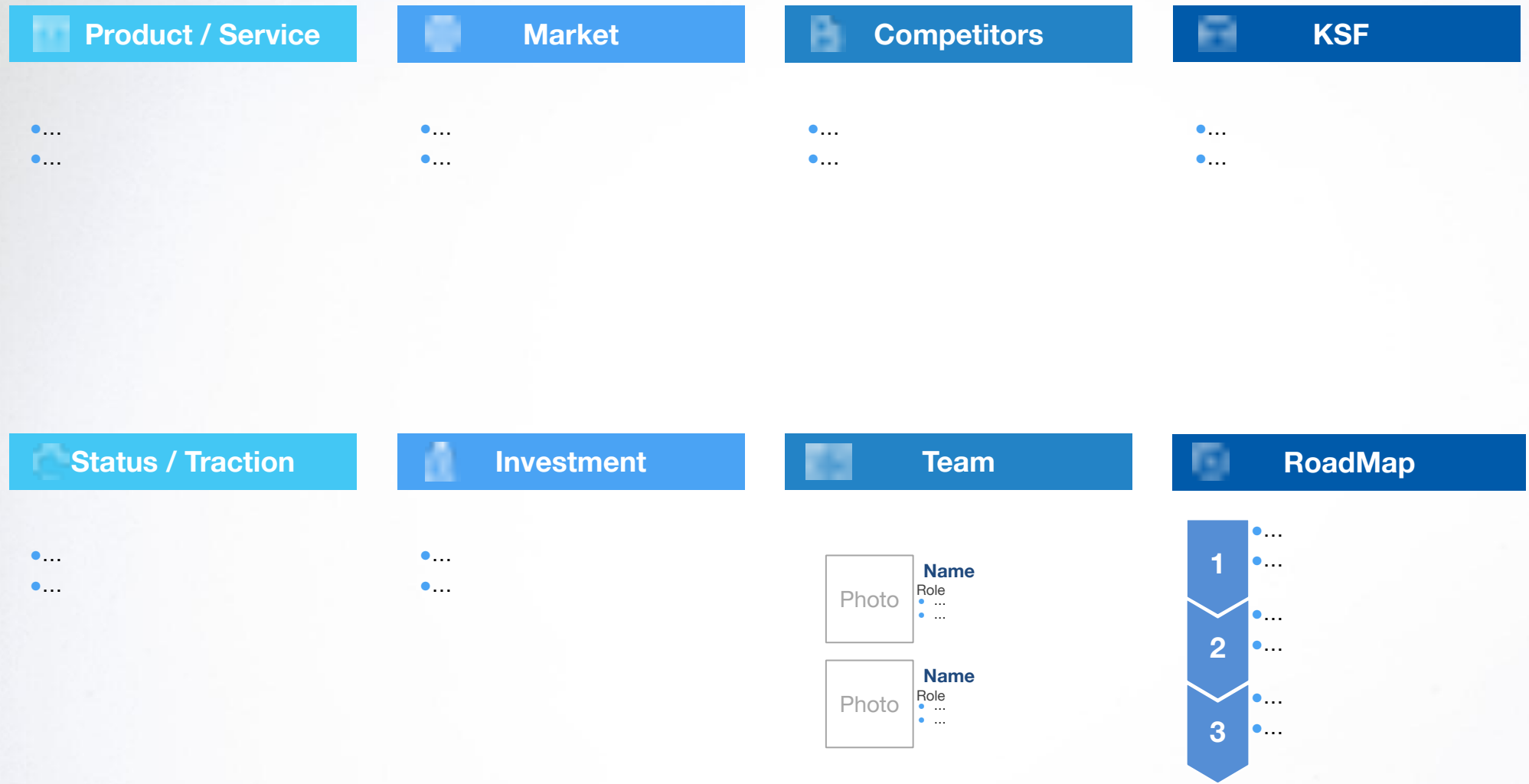


Name of the service

Investor presentation
[example]*

Hint: short abstract of the presentation

Executive summary



Characteristics of the global market of similar products / services

Hint: Global market size, structure and dynamics

Key conclusion on structure

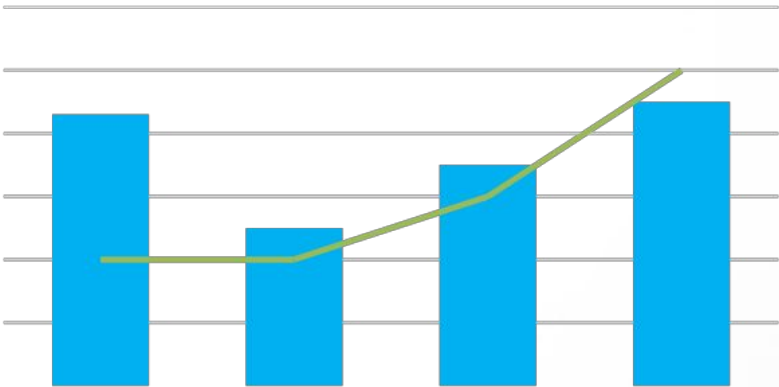
World market structure



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

Key conclusion on trends

World market forecast



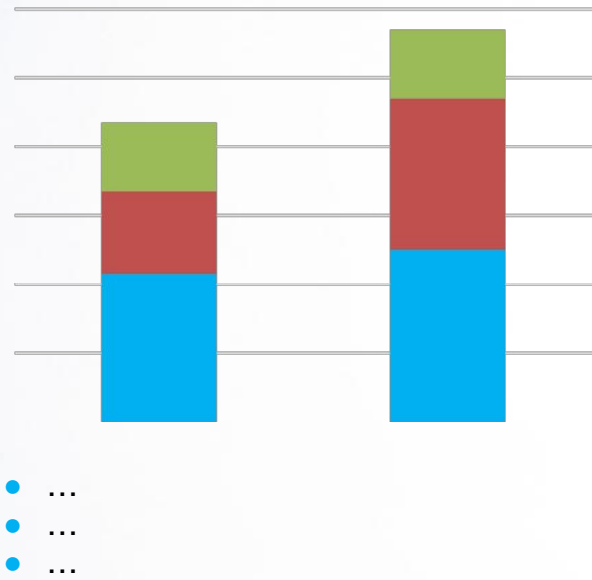
- ...
- ...
- ...

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

Hint: Target market size, structure and dynamics

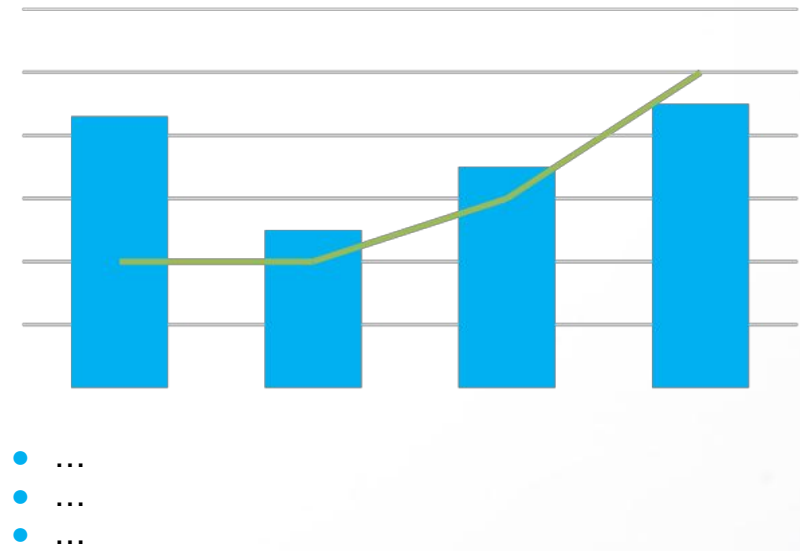
Key conclusion on structure

Local market structure



Key conclusion on trends

Local market forecast

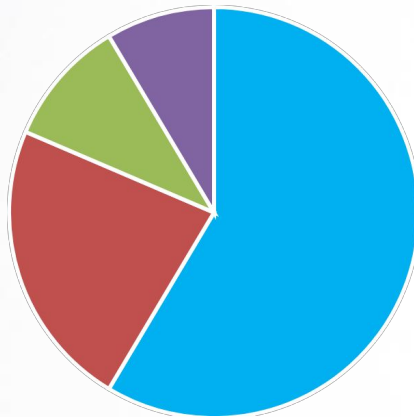


Hint: target market segments целевые сегменты рынка
– customer segments which the product / service is
mainly focused on

Analysis of target market segments

Key conclusion on target segments

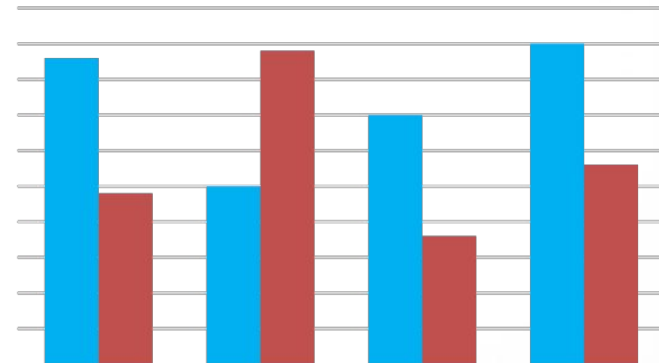
Market segmentation



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

Размер и тренды целевых сегментов

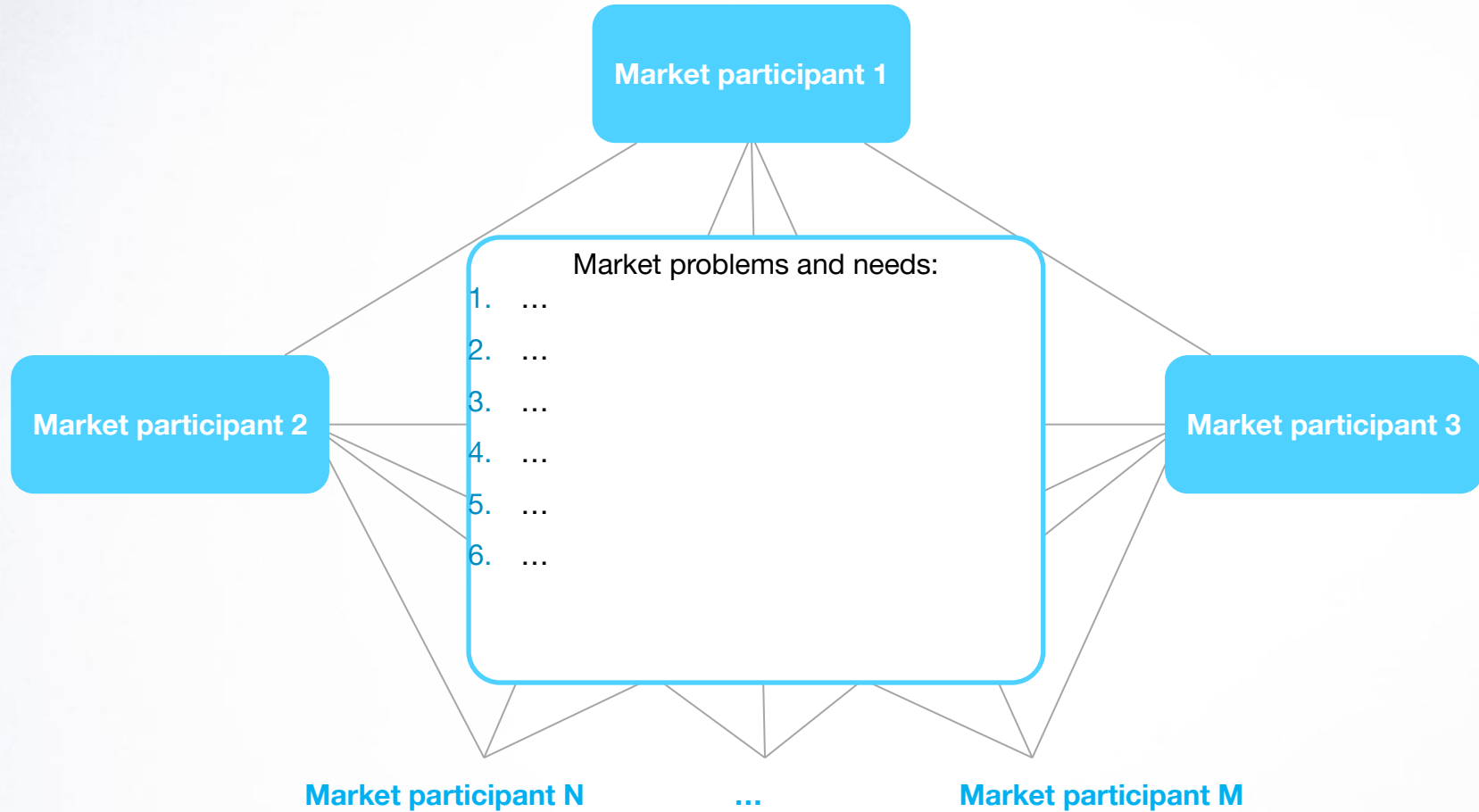
Target segments market forecast



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

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?

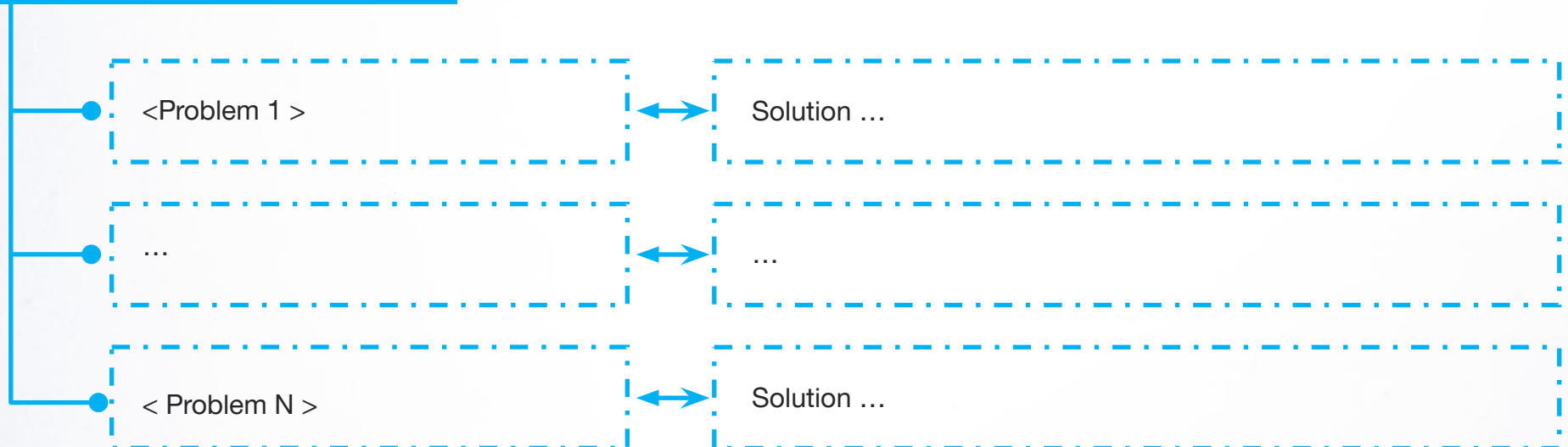
Project

Brief statement describing the essence of the project

Mission & Vision

...

Problem solving

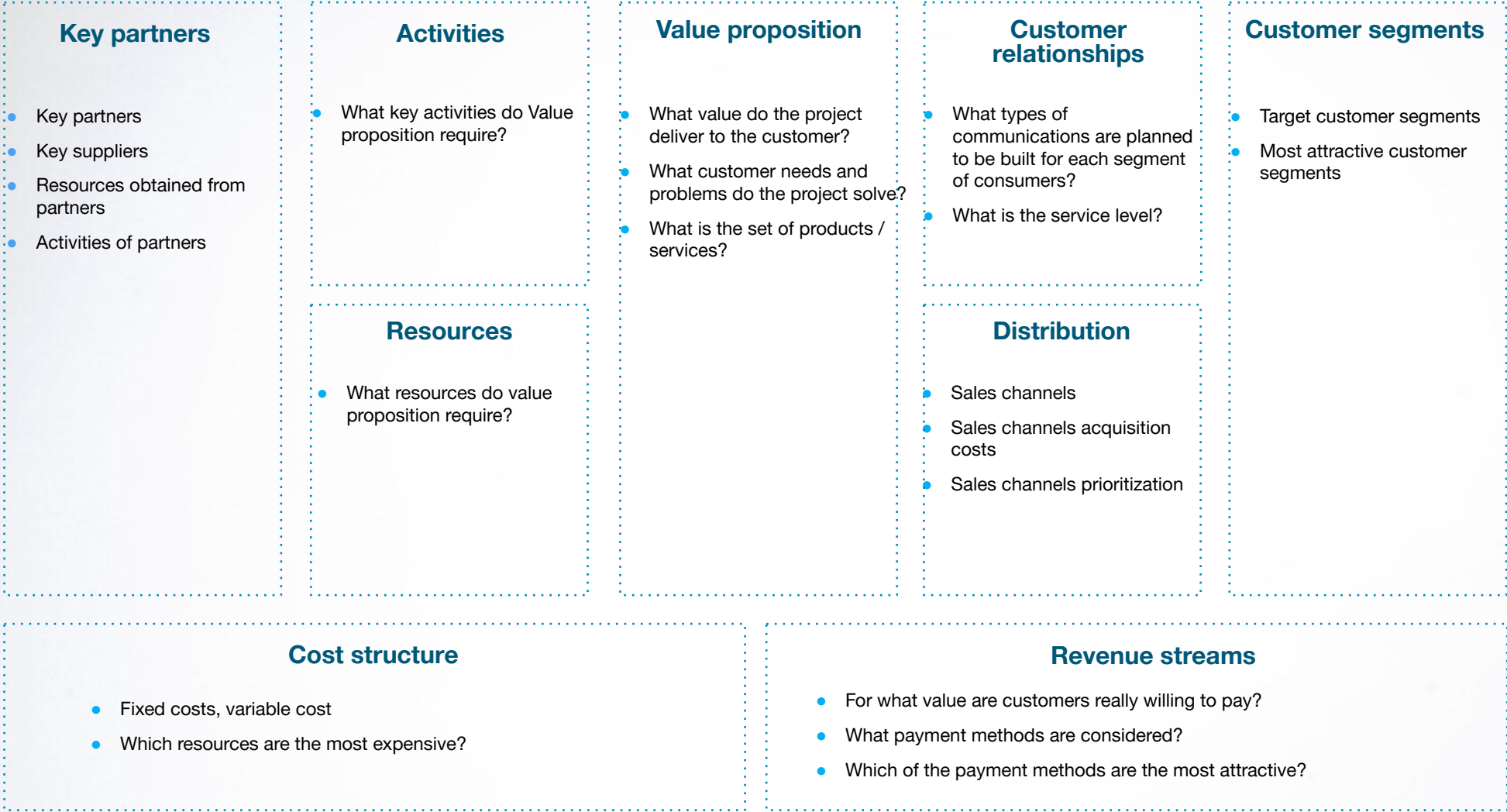


Business concept: project overview / description of know-how

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

Infographics

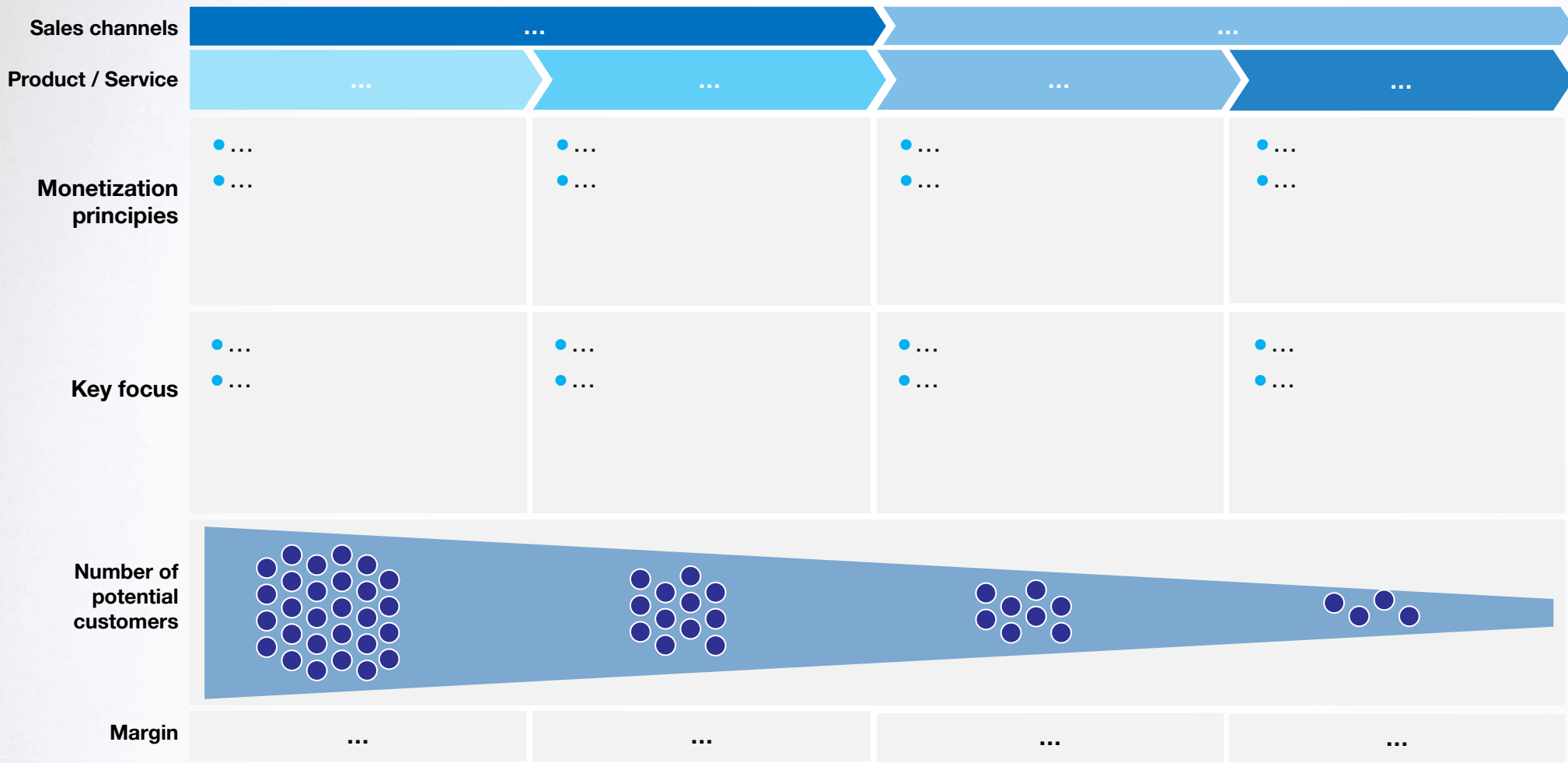
Business model canvas



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

Monetization

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



Competitors study

Company logo

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

	Competitors 1			Competitors 2			Competitors 3		Your project
	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Name									
Criterion 1									<div></div>
Criterion 2	<div></div>					<div></div>			<div></div>
Criterion 3									<div></div>
Criterion 4				<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Criterion 5	<div></div>	<div></div>	<div></div>		<div></div>				
Criterion 6	<div></div>	<div></div>	<div></div>			<div></div>			<div></div>
Criterion 7				<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

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

Best practice: case study

Case 1

Case 2

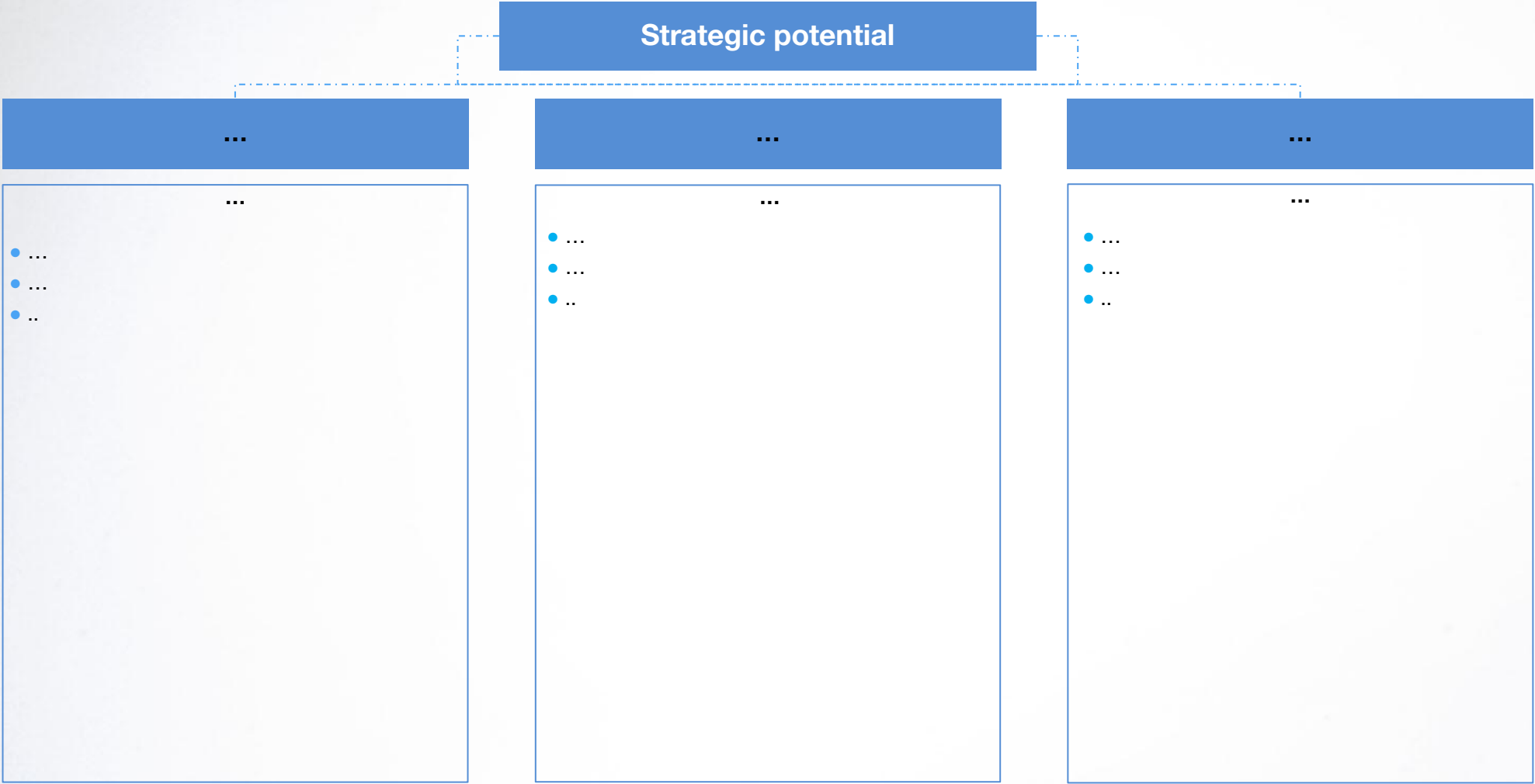
Case 3

Case 4

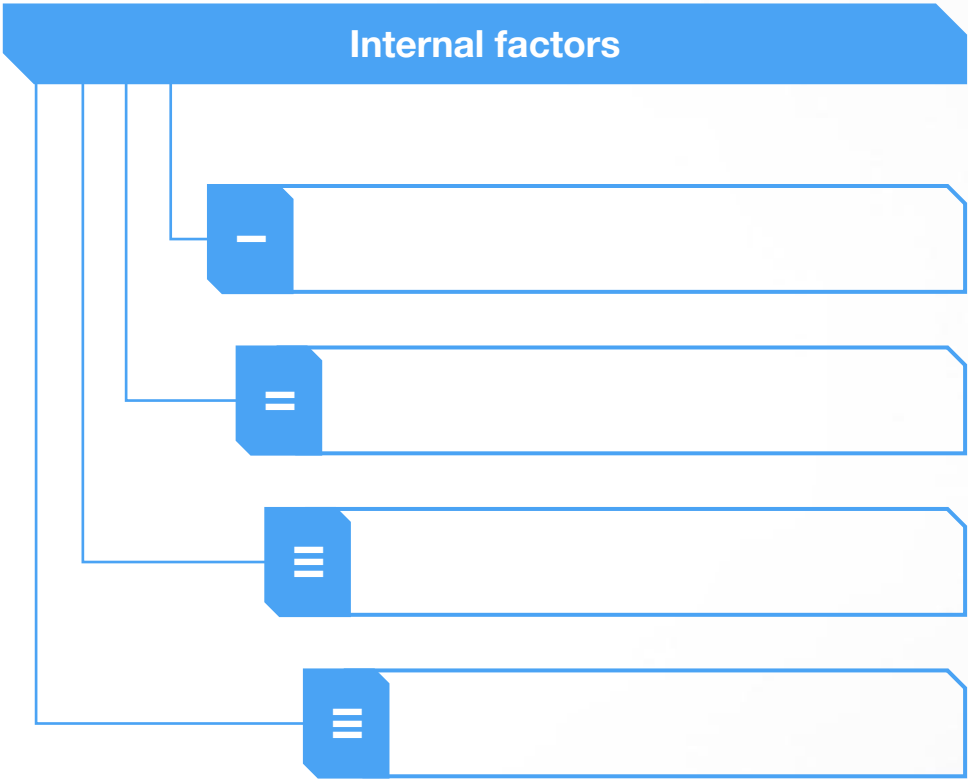
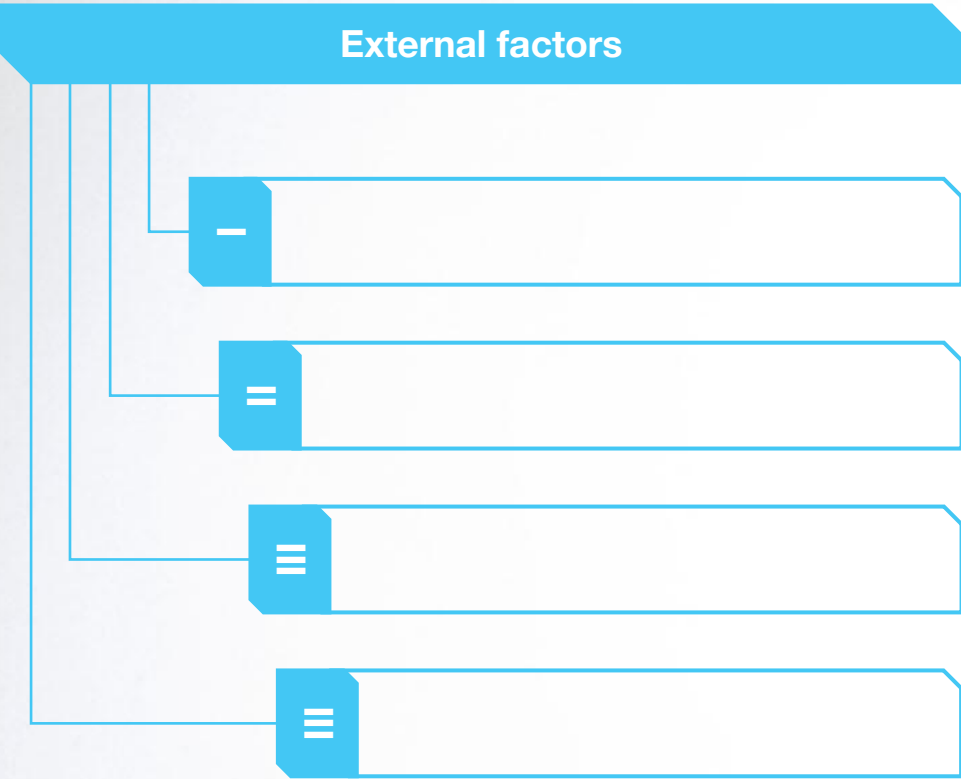
Strategic potential of the project

- ...
- ...

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.

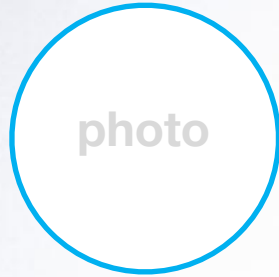


Key success factors



Hint: Project team description

Key leaders of the project



Name

Role

Education:

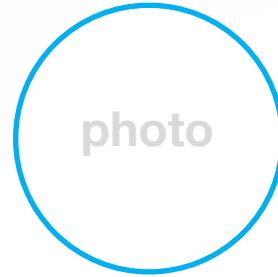
...

Experience:

• ...

• ...

• ...



Name

Role

Education:

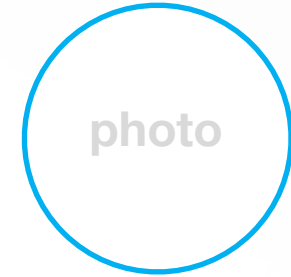
...

Experience:

• ...

• ...

• ...



Name

Role

Education:

...

Experience:

• ...

• ...

• ...

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

Project status

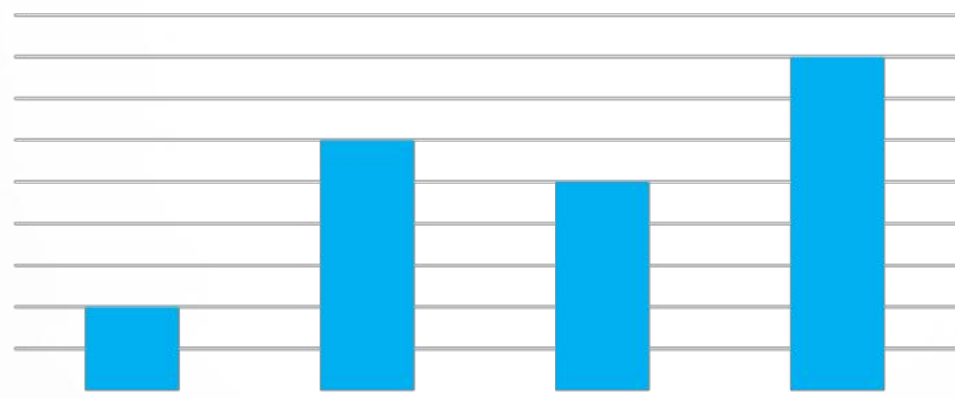
What is done:

✓ ...

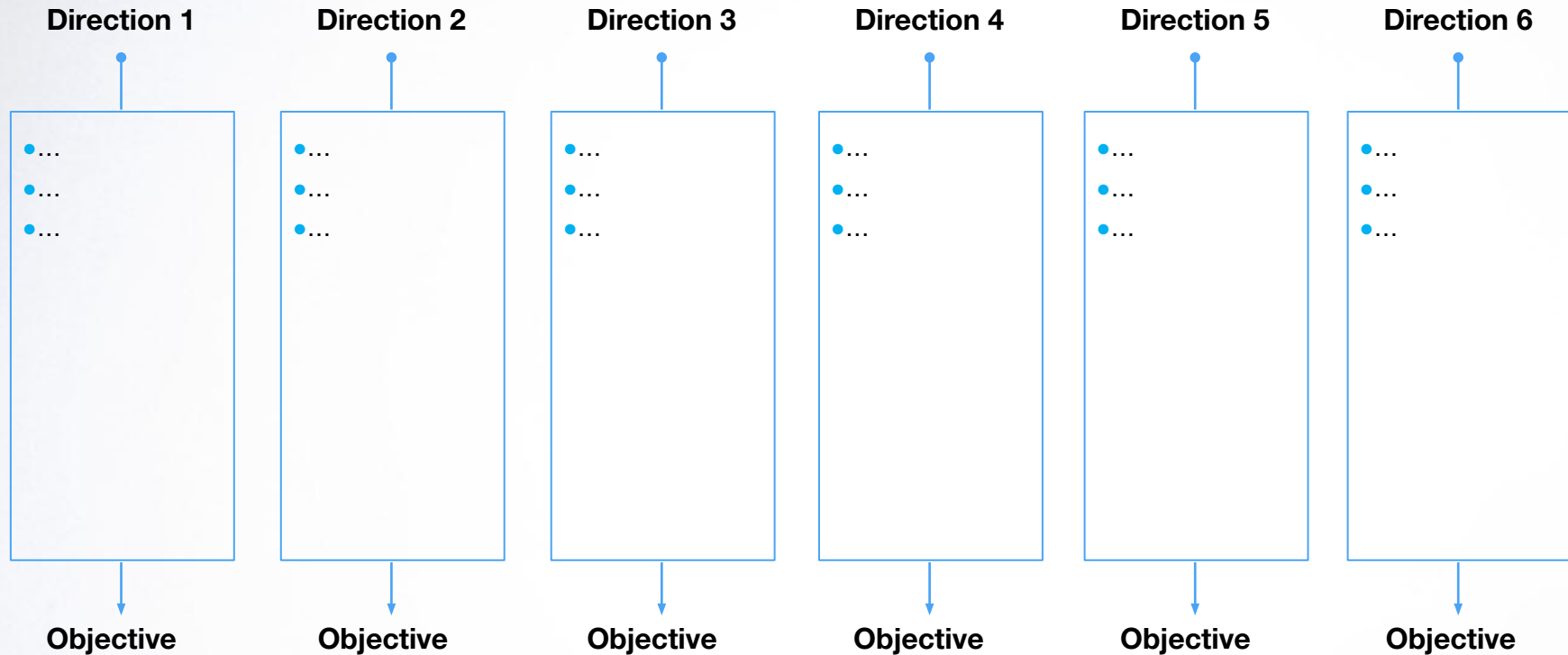
✓ ...

✓ ...

✓ ...



Directions of the project development



Hint: Timeline and project milestones

Roadmap

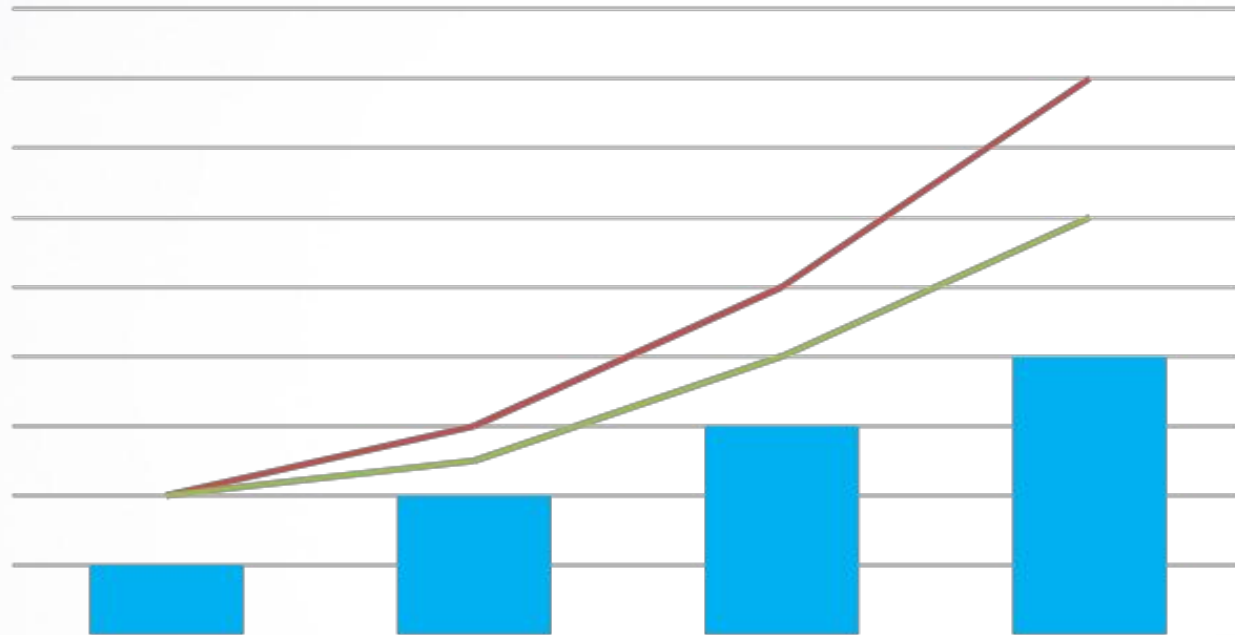
Stages of project development

Stage 1 period	Stage 2 period	Stage 3 period
1. ...	1. ...	1. ...
2. ...	2. ...	2. ...
3. ...	3. ...	3. ...

Focus

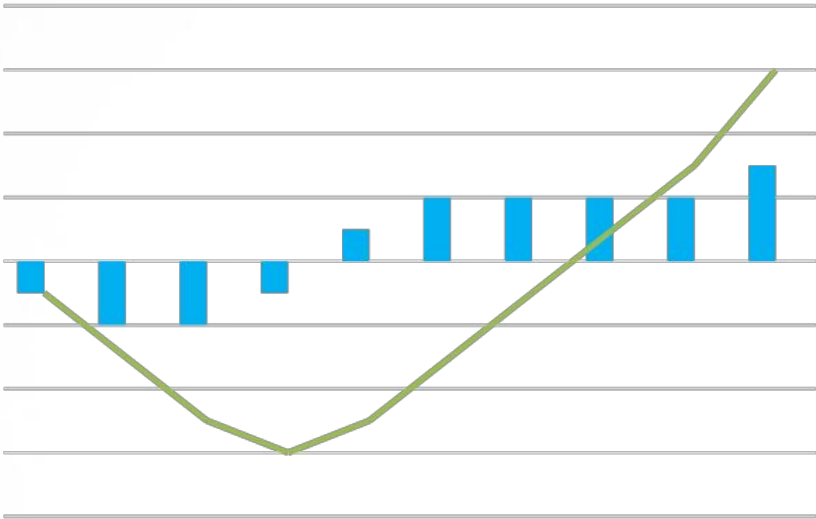
Basic sales forecast

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!

Имя Фамилия
E-mail@