











Company logo
slogan



Name of the service

Investor presentation [example]*

Executive summary

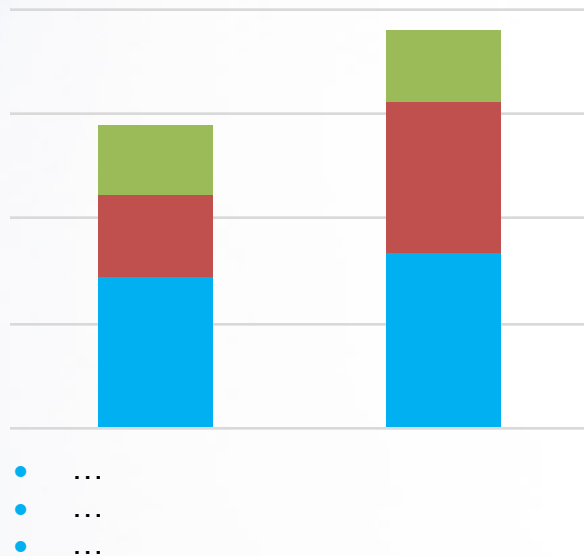
 Product / Service	 Market	 Competitors	 KSF
<ul style="list-style-type: none"> • ... • ... 	<ul style="list-style-type: none"> • ... • ... 	<ul style="list-style-type: none"> • ... • ... 	<ul style="list-style-type: none"> • ... • ...
 Status / Traction	 Investment	 Team	 RoadMap
<ul style="list-style-type: none"> • ... • ... 	<ul style="list-style-type: none"> • ... • ... 	<div data-bbox="1112 952 1307 1068">  <div> Name Role • ... • ... </div> </div> <div data-bbox="1112 1089 1307 1205">  <div> Name Role • ... • ... </div> </div>	<div> <div>1</div> <ul style="list-style-type: none"> • ... • ... </div> <div> <div>2</div> <ul style="list-style-type: none"> • ... • ... </div> <div> <div>3</div> <ul style="list-style-type: none"> • ... • ... </div>

Characteristics of the global market of similar products / services

Hint: Global market size, structure and dynamics

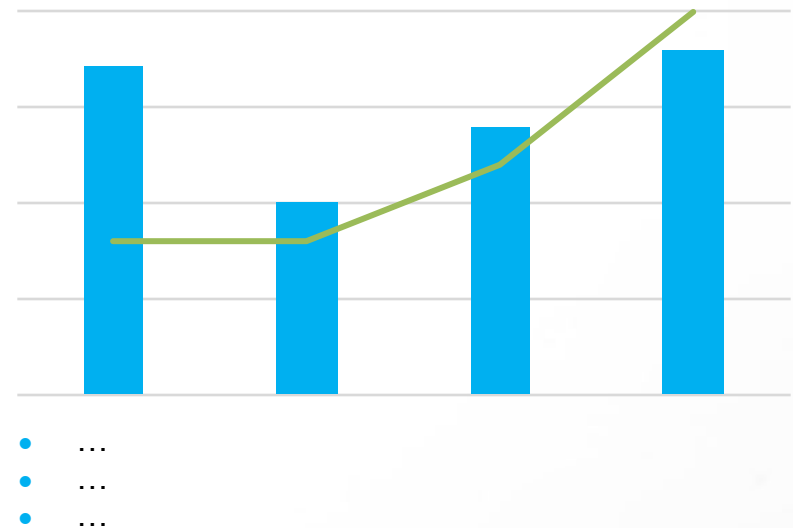
Key conclusion on structure

World market structure



Key conclusion on trends

World market forecast

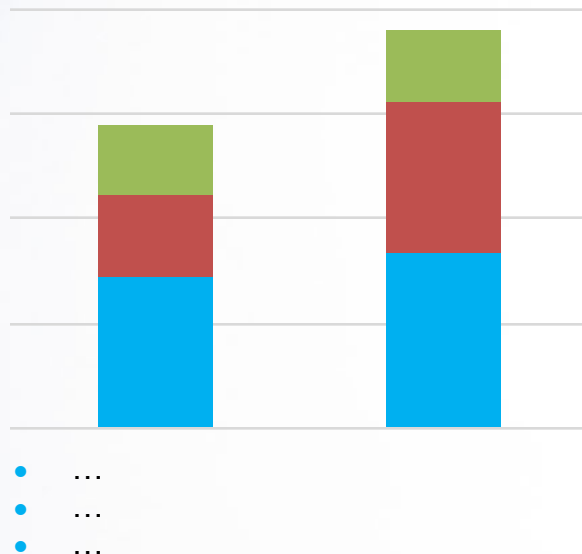


Characteristics of the addressable (local) market of similar products / services

Hint: Target market size, structure and dynamics

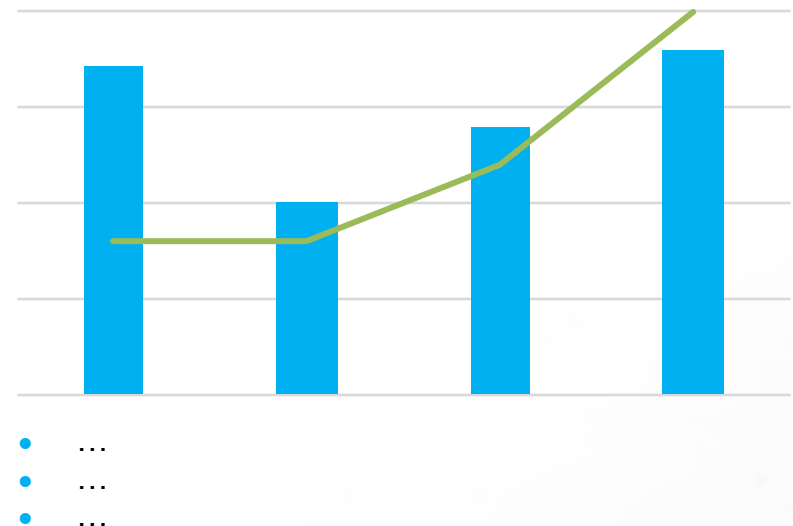
Key conclusion on structure

Local market structure



Key conclusion on trends

Local market forecast

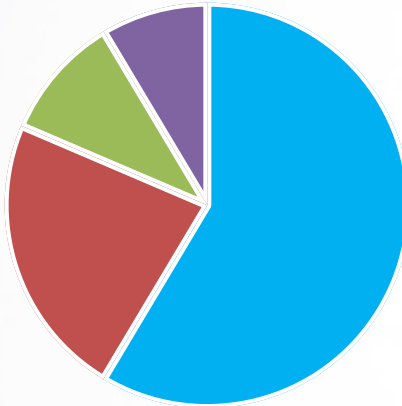


Analysis of target market segments

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

Key conclusion on target segments

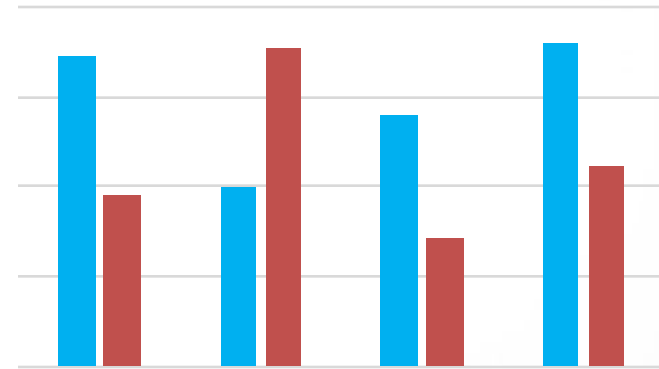
Market segmentation



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

Размер и тренды целевых сегментов

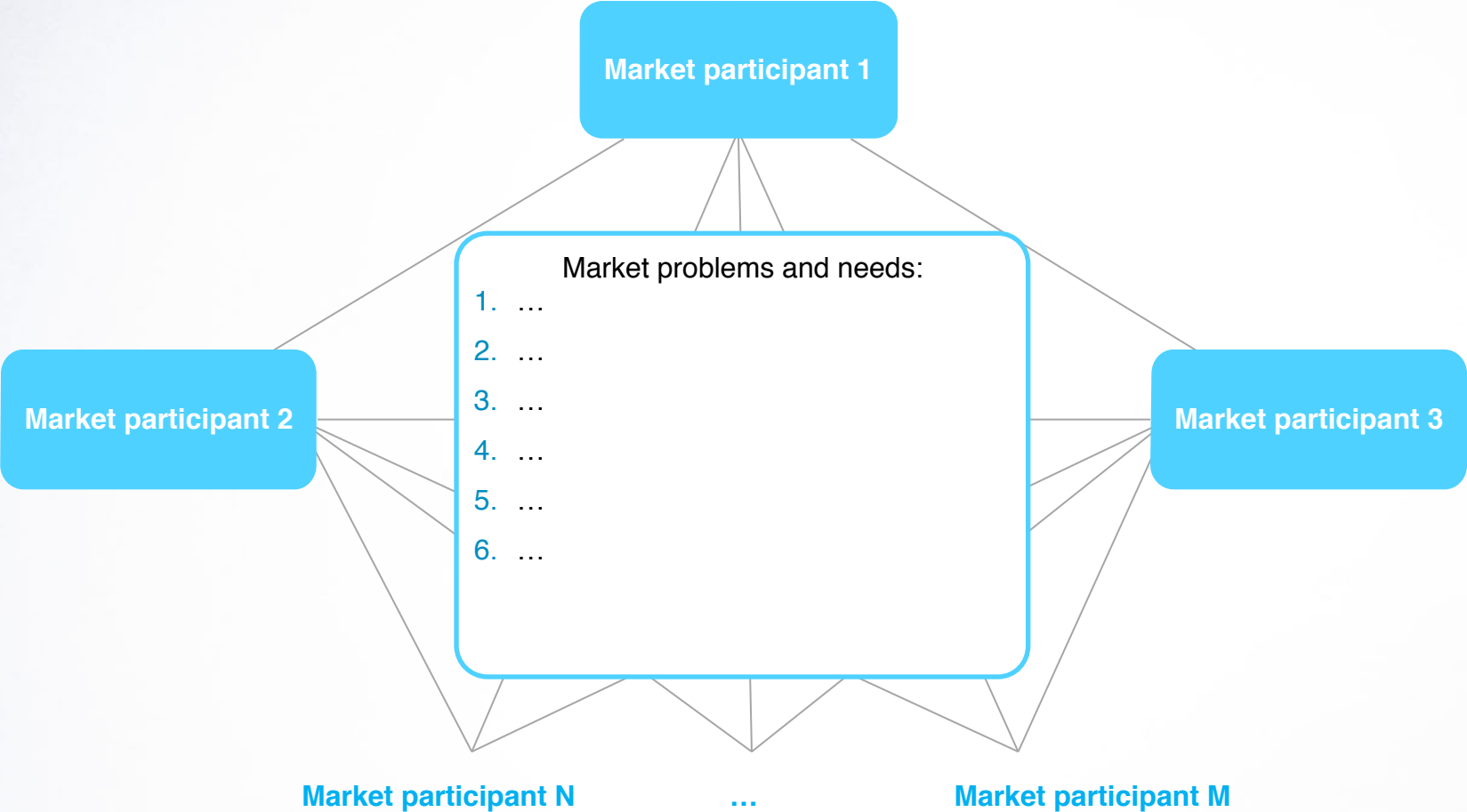
Target segments market forecast



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

Market problems and needs

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





Hint: Project position on the existing or new market

What the project brings to the market?

Project

Brief statement describing the essence of the project

Mission & Vision

...

Problem solving

<Problem 1 >

Solution ...

...

...

< Problem N >

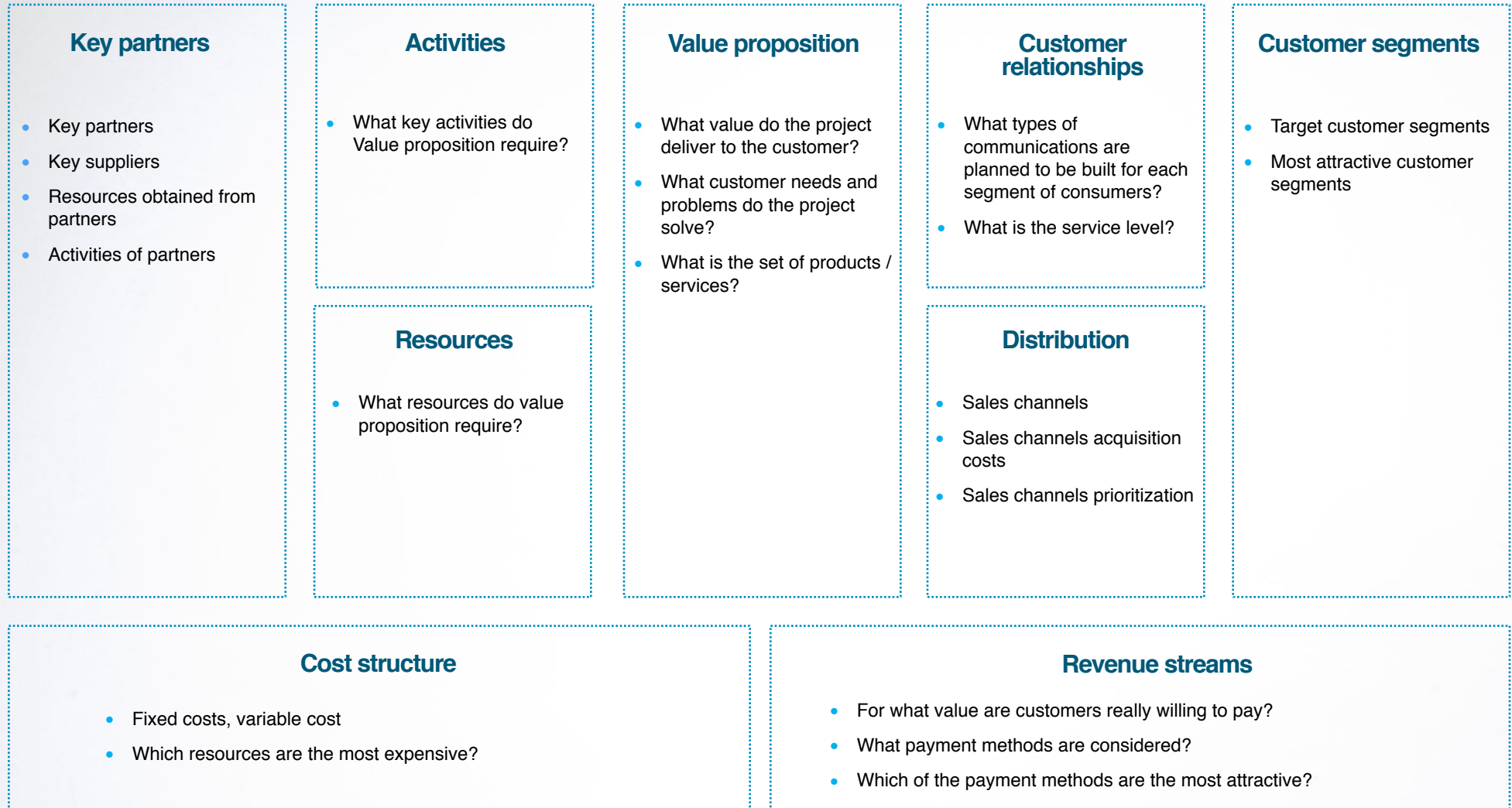
Solution ...

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

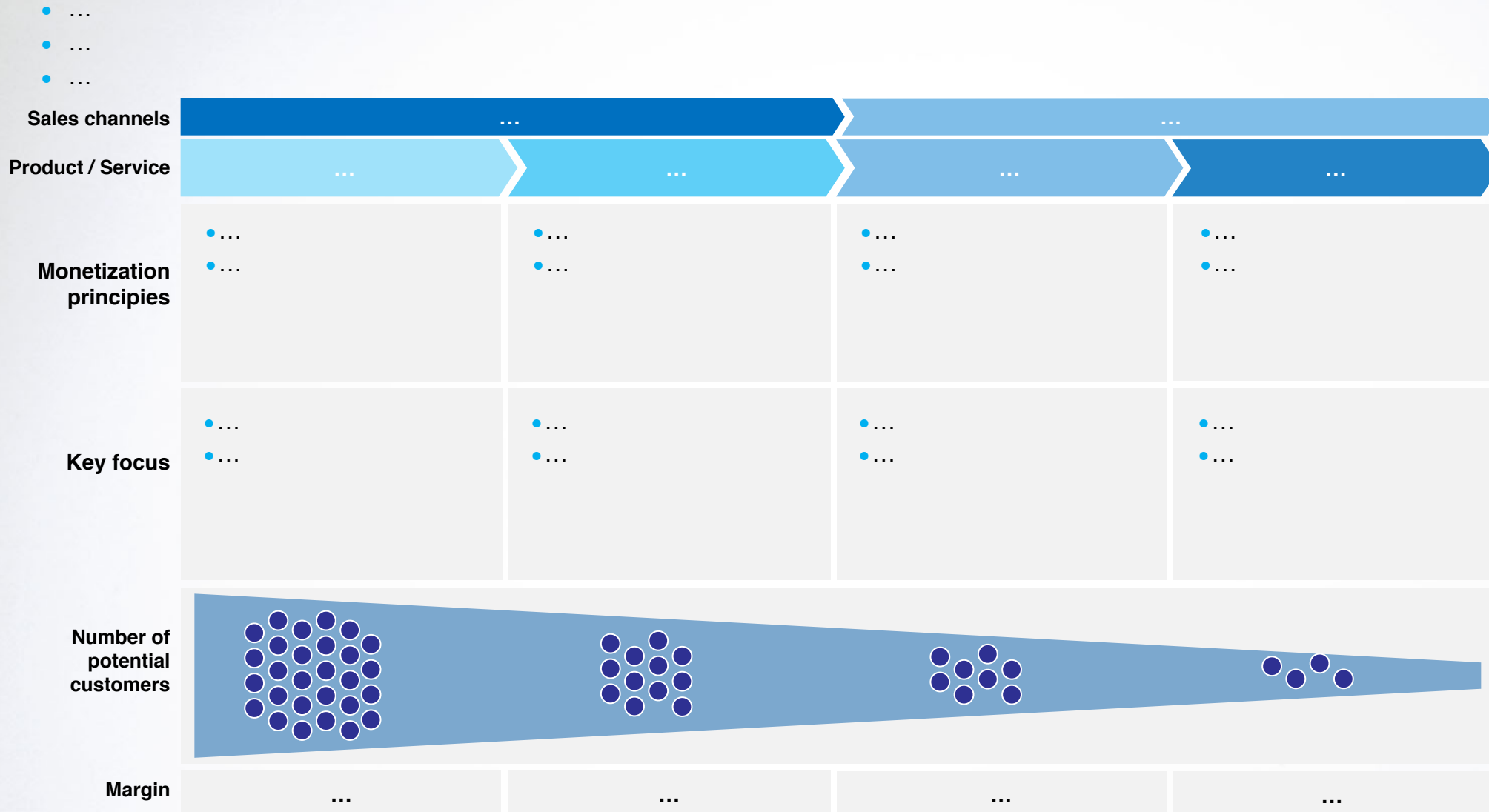
Infographics

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									
Criterion 2									
Criterion 3									
Criterion 4									
Criterion 5									
Criterion 6									
Criterion 7									

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

Best practice: case study

Case 1

Case 2

Case 3

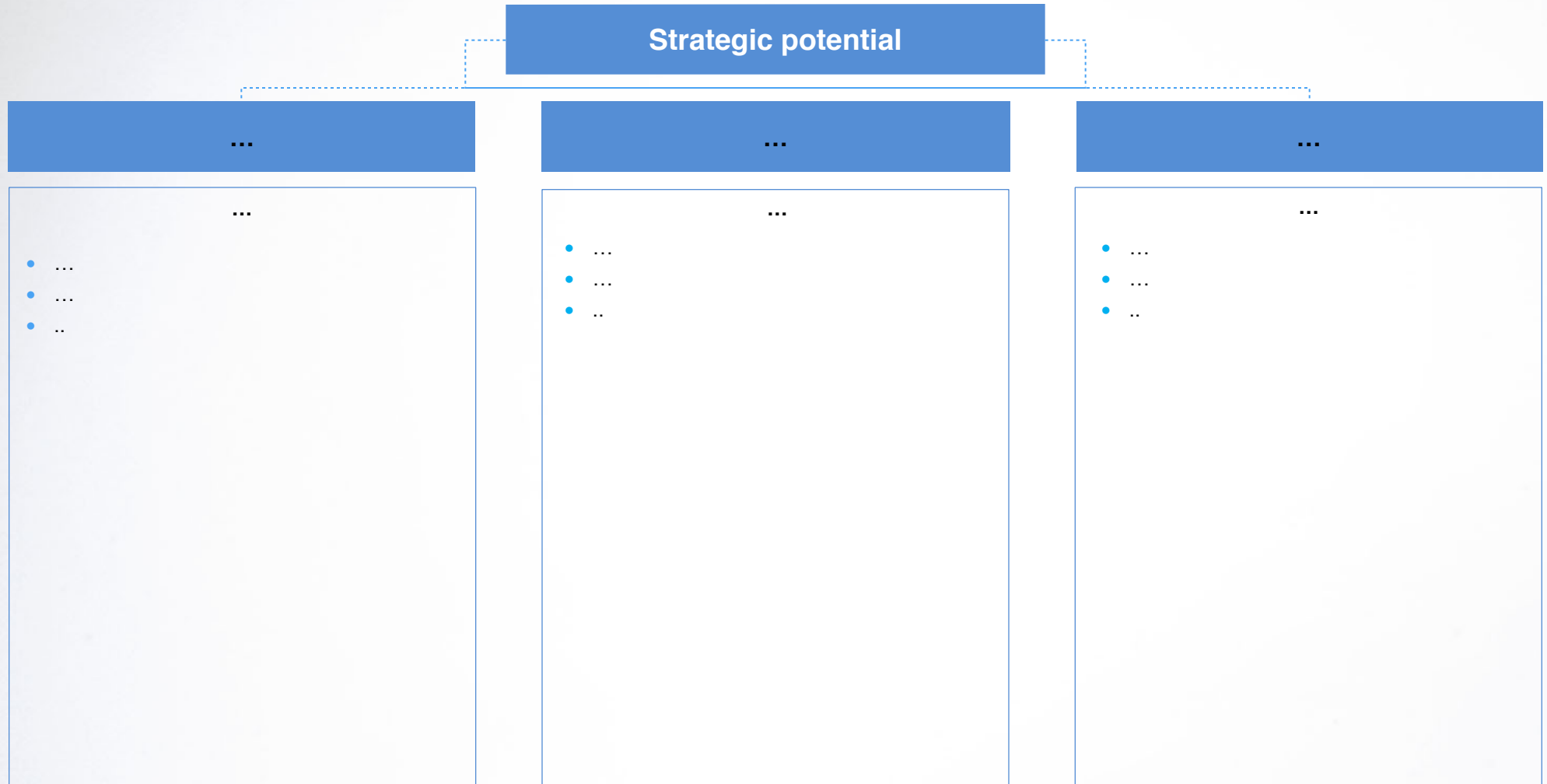
Case 4



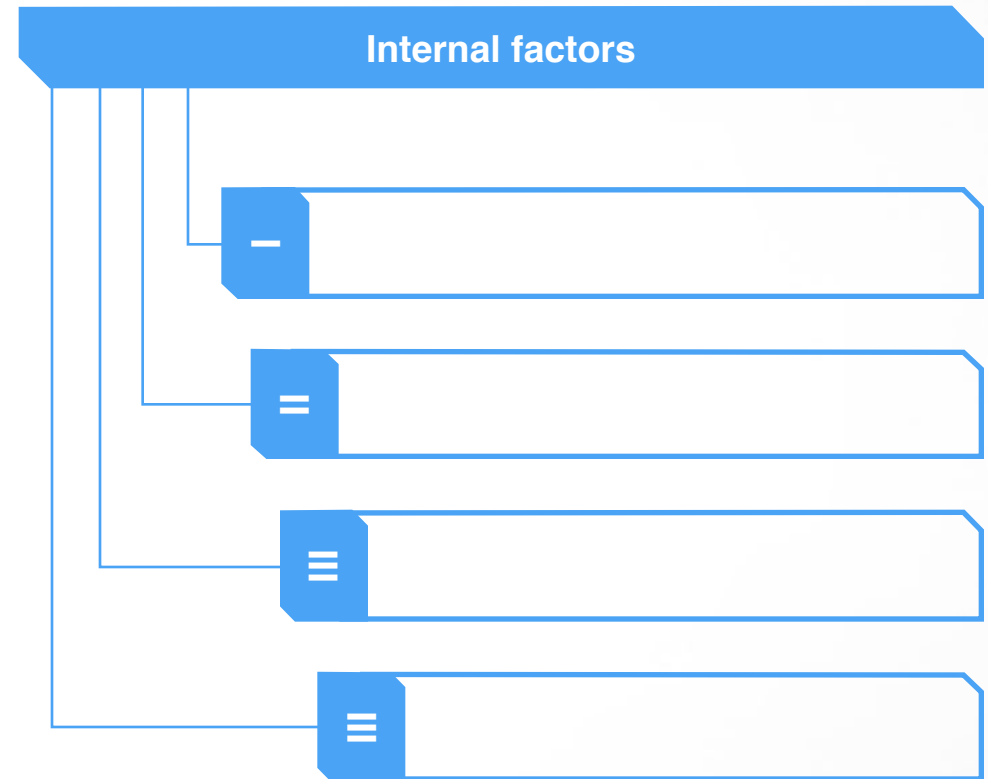
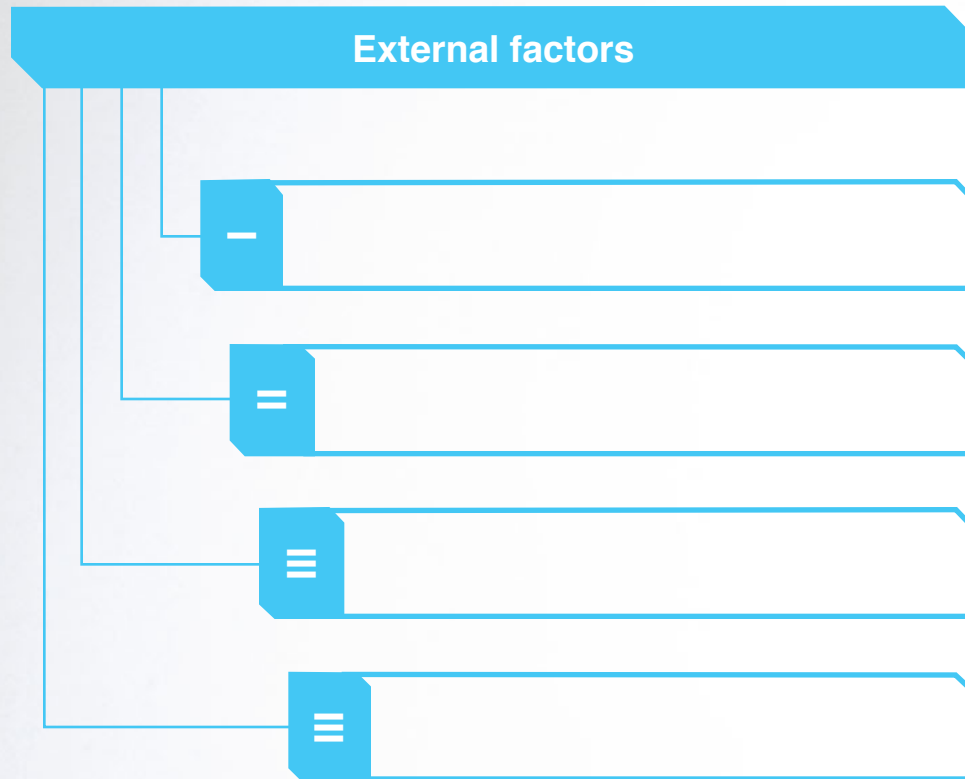
Strategic potential of the project

- ...
- ...

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.



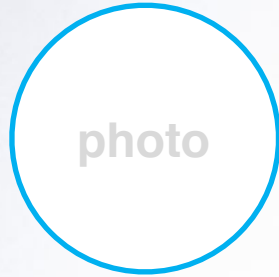
Key success factors





Hint: Project team description

Key leaders of the project



Name

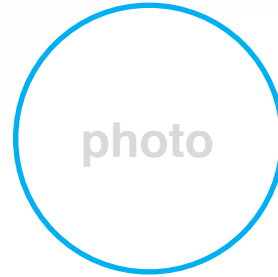
Role

Education:

...

Experience:

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



Name

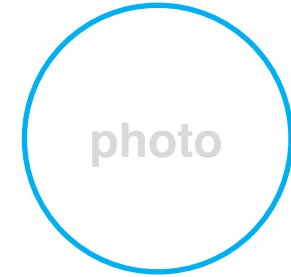
Role

Education:

...

Experience:

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



Name

Role

Education:

...

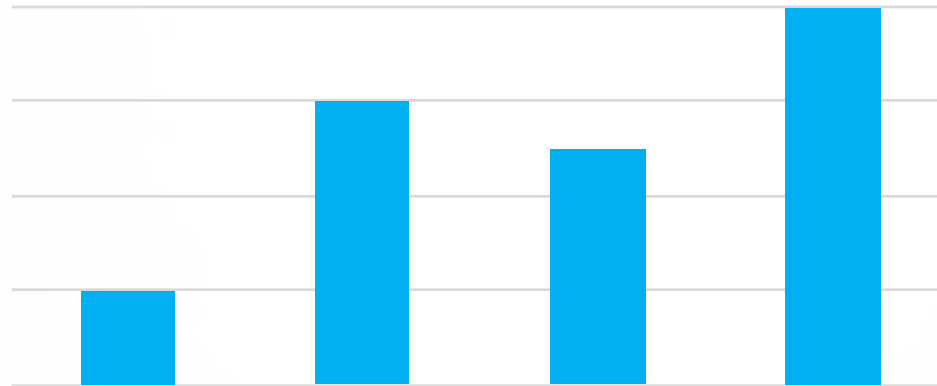
Experience:

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

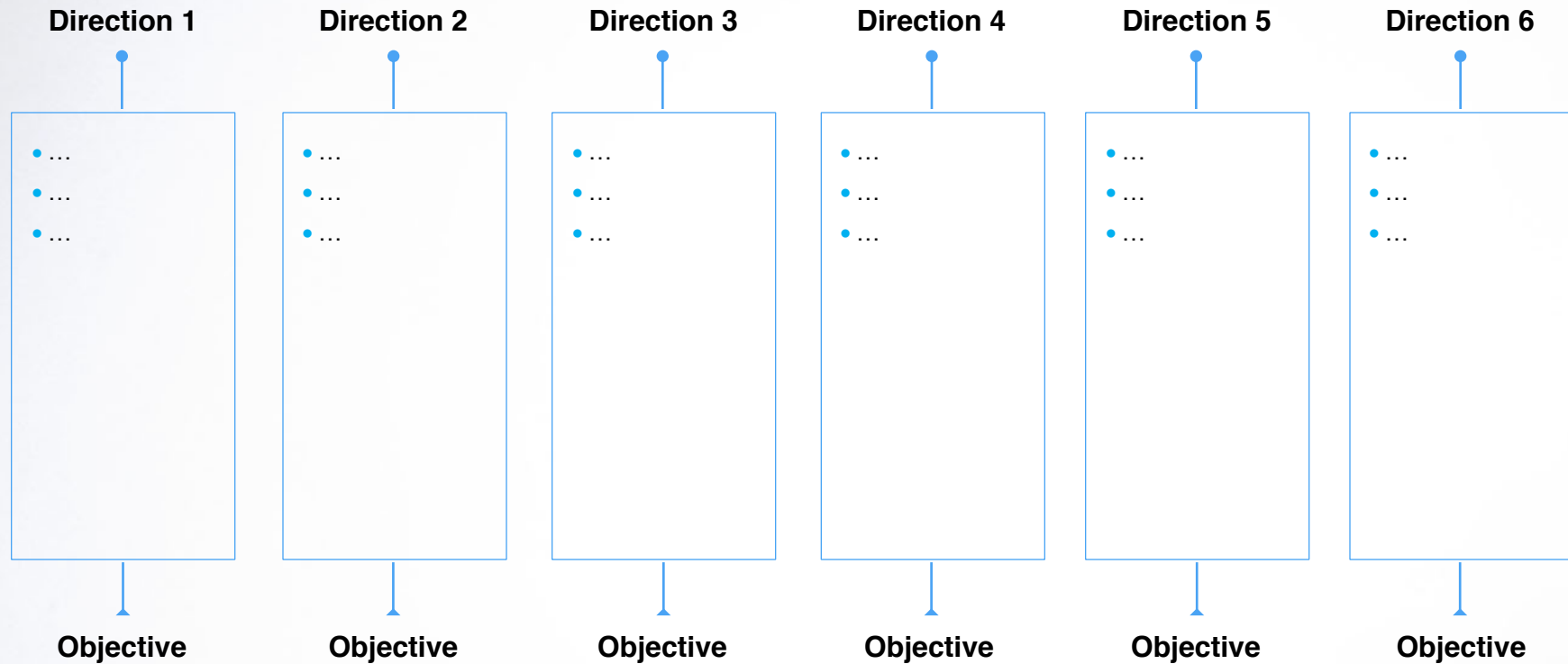
Hint: Current results of the project, including financial statistics and other measurable performance

Project status

What is done:

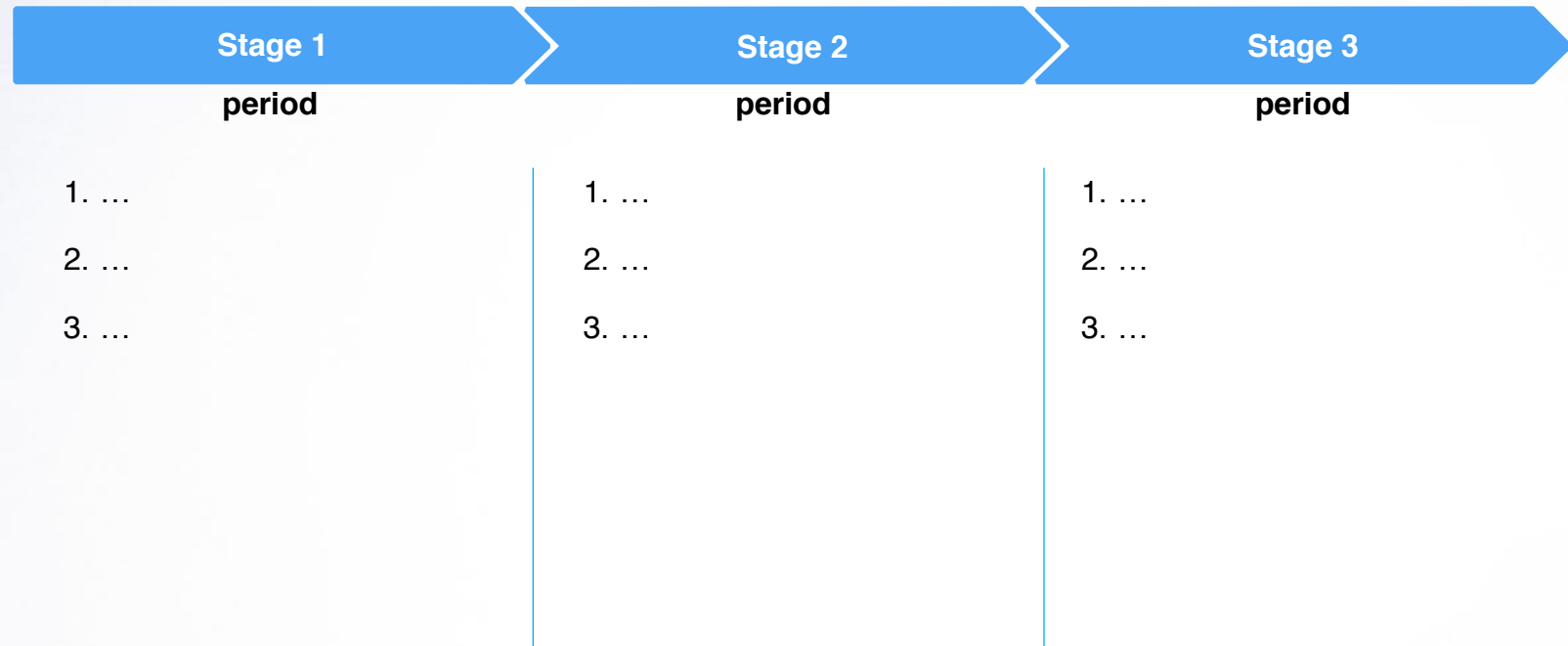


Directions of the project development



Roadmap

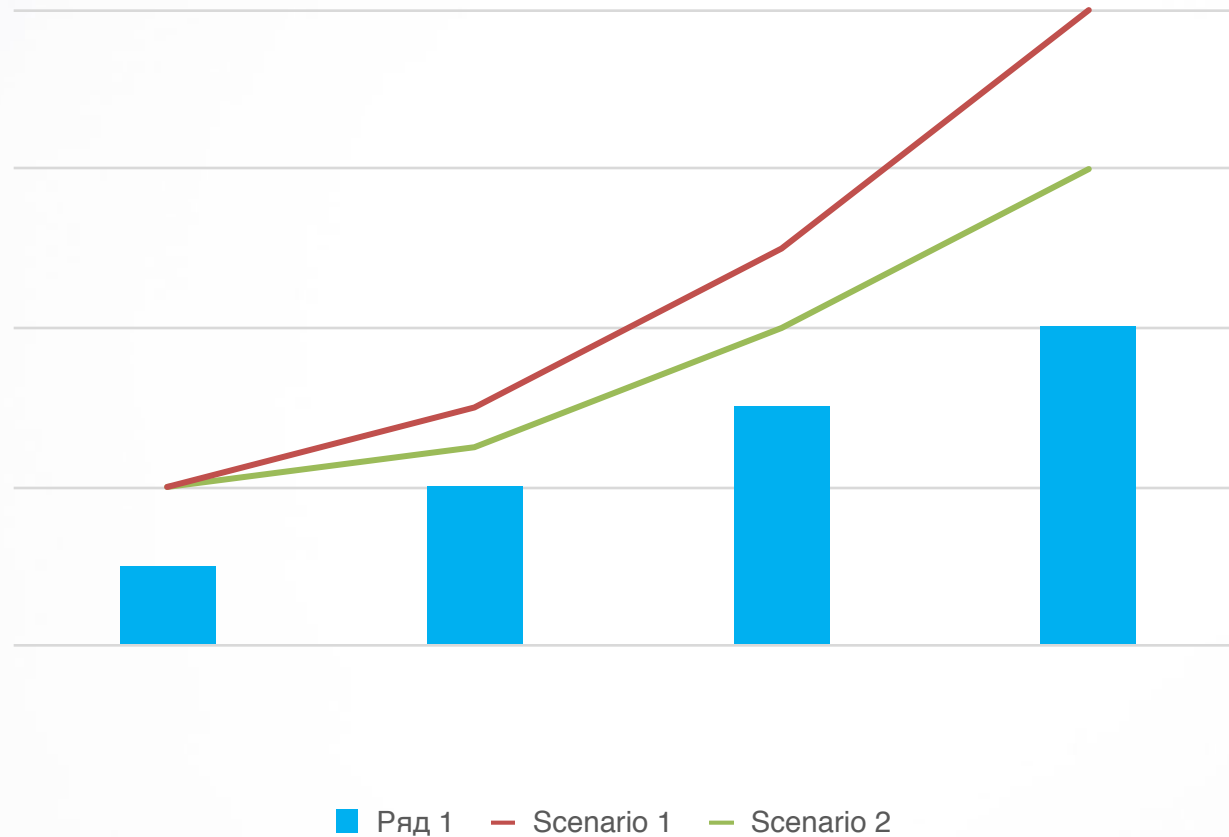
Stages of project development

**Focus**

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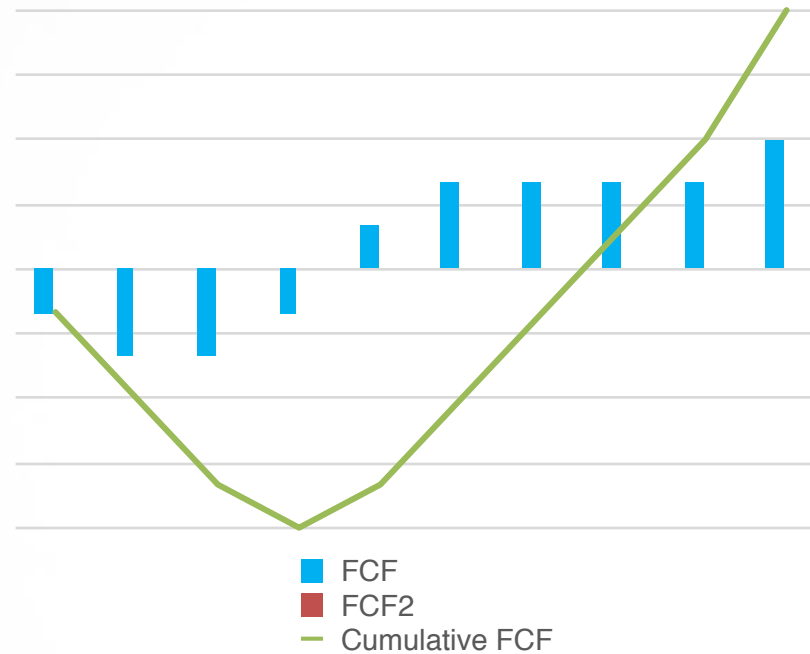
Basic sales forecast

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

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

Project

???

???

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???

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Спасибо за внимание!

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