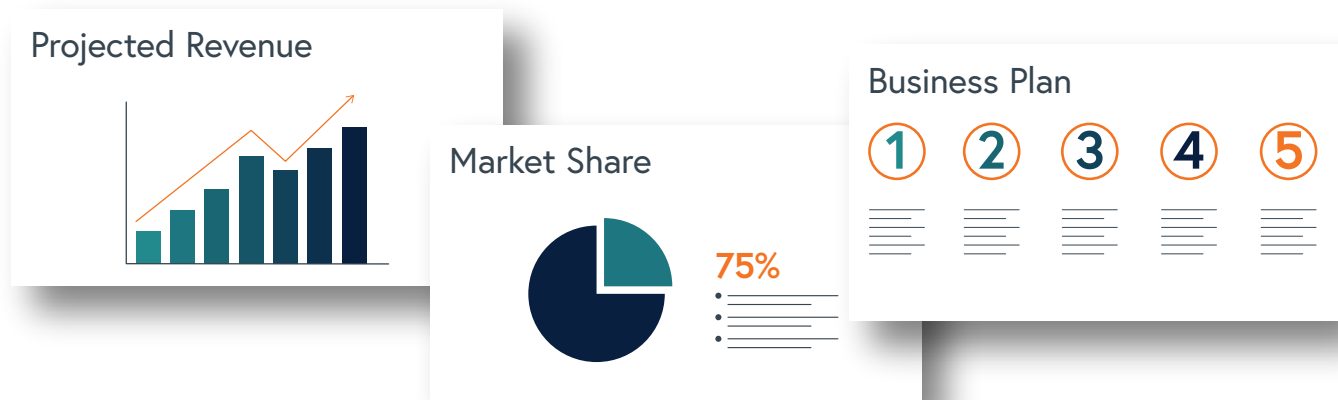


# LaunchPad Presentation Template & Guidelines



## Purpose of Meeting

The purpose of your LaunchPad Meeting is to present your business & investment opportunity to a knowledgeable panel of industry experts. You should aim for your presentation to be 20 minutes or less. Slide deck may include additional detailed appendices to support earlier slides.

### 1. Title Slide

- Company Name/Logo
- Concise 5-10 word phrase that articulates business purpose
- Meeting Date
- Amount of investment sought for this round/pre money valuation.
- Speaking Points- CEO self introduction, short team intro for those also presenting

### 2. Company Overview (Elevator Pitch)

- Two to five bullets or short prose that describes your business and its value proposition:
- Your business area or segment.
- The pressing problem that your company addresses.
- How you will be successful.

### 3. Problem Definition

- Describe the pressing problem; it should be sufficiently pervasive to imply a large opportunity.
- Present problem from the customer's perspective and support with specific market research if possible.
- Provide current and potential customer quotes that support the "pain points" and urgent need.
- Analyst information is secondary to customer insight.

### 4. Compelling Solution

- What are the "must have" features and benefits of your offering and how will they mitigate the pressing problem discussed previously (value proposition)?
- If applicable, state that you developed your offering in collaboration with targeted customers.

- Describe unique aspects of your business and why they are part of the compelling solution.
- Investors will look for significant value for customers.
- Describe the technology, secret sauce, or magic behind your product.
- If possible, demonstrate minimal viable product (MVP) and a favorable response from potential customers.

## 5. Market Potential

- What is Global/US served addressable market
- Market segmentation and ownership
- Why will they buy it?
- Market Growth and value
- Patent protection windows.
- Quantify benefits to owners, potential revenues to company

## 6. Demonstrate that it Works

- Show the prototype (if feasible)
- Empirical evidence that it functions
- Impact of product to patients.
- Cite trials, number of patients, timing.

## 7. R&D Considerations

- Minimum viable feature set- where are we?
- Product improvements for launch
- Complimentary products

## 8. IP Status

- Freedom to Operate
- IP protections
- What law firm is driving this process
- Competing IP

## 9. Regulatory Pathway to Approval

- Current status, Required FDA approvals/Branch
- Timeline
- Regulatory consultants involved
- Endpoints

## 10. Reimbursement/Economics to the Company

- Existing code?
- Current reimbursement schemes
- Bundle

## 11. Competition

- Who are competitors
- Value proposition of competitors
- How are we differentiated (consider using a matrix showing how your product compares on key performance criteria, including price, to the competition)

## 12. Manufacturing

- GMP vendor
- Scale up/timeframes
- Cost projections
- Working capital elements

## 13. Go-to-Market Approach

- Target customer
- KOL support/presentations
- Segmented approach to market, high probability access points
- Distribution approach. Sales Force
- Customer acquisition costs/Time
- Time and Dollars

## 14. Financial Summary

- P&L projection
- Assumptions underlying the projections
- Capital Raised to date, subsequent needs.
- Gant chart for milestones, capital overlaid
- Sources and uses of capital
- Quarterly burn by category
- Financial cushion
- Subsequent rounds

## 15. Valuation

- Comparable company valuations
- Public market comps
- Money raised to date
- New money required

## 16. Exit Potential

- Buyer's list
- Strategic fit
- Competitive offerings
- Value to buyers

## 17. Next Steps

- IP diligence
- Legal diligence
- Term sheet
- Exclusivity
- Other investors

# What to Include in Your Executive Summary

## Executive Summary Checklist

Your executive summary should ideally fit on one page. An example of formatting can be found on the next page of this document.

- Company Name
- Company Address
- Logo
- Contact Name, Phone Number and Email
- Funding Request
- Use of Funds
- Exit Strategy
- Key Management
- Summary of Your Company
- Problem
- Solution & Tech
- Market Opportunity
- Competitive Landscape
- Go-To Market Strategy

LOGO +  
COMPANY  
NAME

## CONTACT INFORMATION

Company name  
Address

Contact Name  
Phone  
Email

## FUNDING REQUEST

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## USE OF FUNDS

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## EXIT STRATEGY

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## KEY MANAGEMENT

Name, position  
[qualifications]  
Name, position  
[qualifications]  
Name, position  
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## SUMMARY

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## SOLUTION & TECH

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## MARKET OPPORTUNITY

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## COMPETITIVE LANDSCAPE

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## UNIQUE OPPORTUNITY

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## GO-TO-MARKET STRATEGY

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