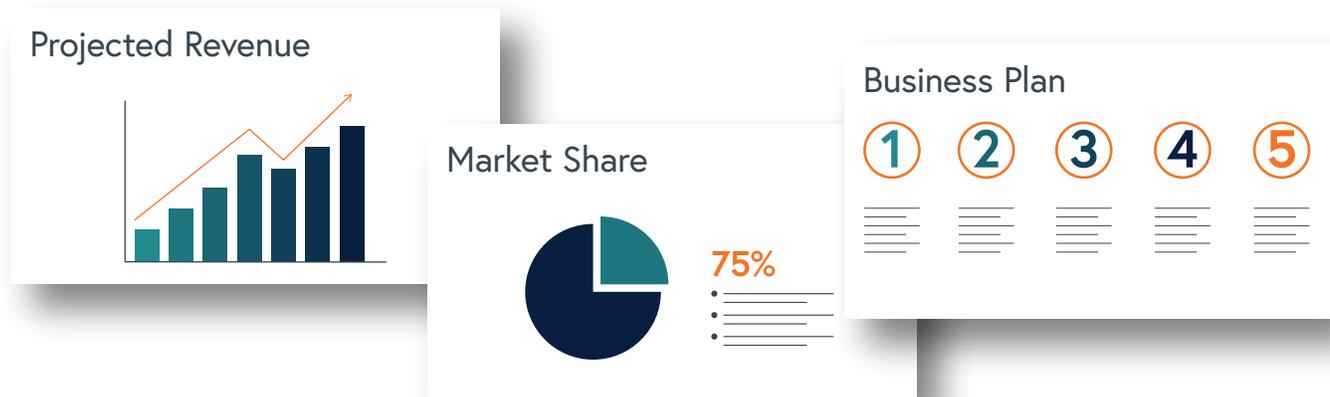


LaunchPad Presentation Template & Guidelines



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
[qualifications]

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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