

Guide to Pitching

What should I include?

Slide 1 - The Introduction

- Company Name
- "Tagline"
- Name of presenter – Job title

Slide 2 - The Team

- Names
- Position in the company
- Previous jobs
- Industry experience
- What do they bring to the team?

Slide 3 - The Service or Product

- What does your business do?
- What problem does your product solve?

Slide 4 - The Market

- Size
- Segmentation
- Growth
- Market Share

Slide 5 - The Competition

- Who are your competitors?
- What makes your product or service better?

Slide 6 - The Financials

- Previous turnover & profit
- Projected turnover & profit
- What are you offering the investor?
- What is your exit strategy?
- What return do you expect the investor to make?


Slide 1 - The Introduction



Ejob
DONE

Fixing the UK one job at a time

Kelly Sallows – Founder



the UK's marketplace for
property rental

...re-inventing renting

upad.co.uk *the Marketplace for Property Rental*
providing unique tools and information to
landlords, tenants and professionals.

Wayne Lochner
CHAIRMAN
waynelochner@upad.co.uk

James Davis
CEO & FOUNDER
james@upad.co.uk

Slide 2 - The Team

our / team

Philip Knowles / Chief Executive Officer

Philip has held senior management positions in Via Networks, Torch Telecom/Kingston Communications, NTL, THUS and Totem.

Mark Storm / Chief Operations Officer

He has over 10 years management experience in telecommunications with THUS, NTL and Martin Dawes.

Nelson Wooley / Chief Technical Officer

He has over 10 years internet and software development experience and has extensive experience managing technically focused teams and organisations.

Formed group / investment information / 2009



The Team

The team has 40 years of online or auction experience

Robert Digby | Non-Exec Chairman

- 10 years CFO at QXL
- 3 years CFO at AOL UK
- Bertelsmann
- Bain & Company

Christopher Crewe | CTO

- 30+ years experience
- Early involvement in the internet
- eTendering system for UK government
- Last 7 years in online auctions

Christian Jones | CEO

- MBA from London Business School
- Bain & Company & General Electric
- Last 7 years in online auctions
- Traded toys to finance my degrees

Andrew Harvey | Community Manager

- Master in Screen-writing
- Lots of web based marketing experience
- Model car collector for last 25 years

Slide 3 - The Product or Service

WHO WE ARE & WHAT WE DO

SUSTAINABILITY PLUS offers consultancy and advice on environmental and sustainability issues relating to the commercial property market.

We provide services to property owners, managers and investors, including:

- Bespoke sustainability and environmental audits
- Design and implementation of policy and strategy
- Sustainable asset management
- Sustainable asset planning and asset allocation



Metryc™

INTRO

Metryc has developed a biometric payment method through facial identification with mobile phones, thus eliminating fraud.

Valid for

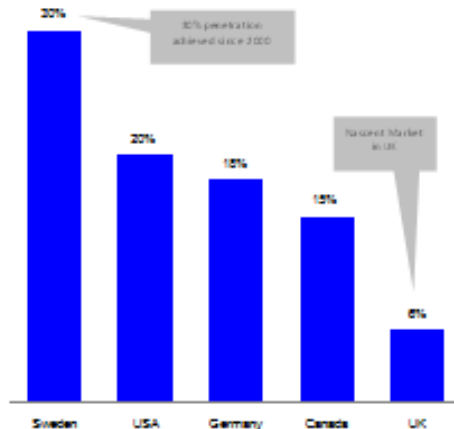
- **Traditional businesses:** Restaurants and Retail.
- **Online stores:** Amazon, eBay, etc.
- **Unseen businesses:** Vending Machines, Taxis, etc.



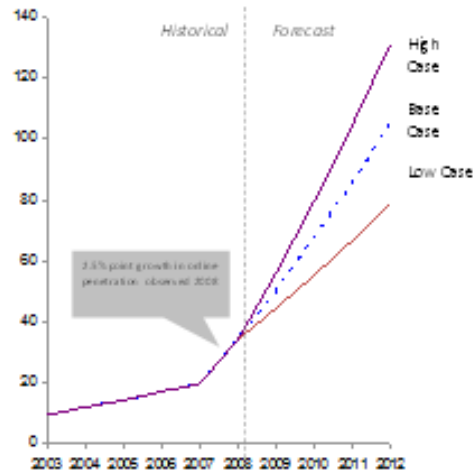
Slide 4 - The Market

The online market for contact lenses is immature in the UK vs international benchmarks and is forecast to be worth c.£105m by 2012

Contact Lenses - Online Penetration, International Benchmarks, 2008
% of Overall Contact Lens Market Sales



Contact Lenses - Online Channel Sales Value, 2003-12
£ m



Source: The Telegraph; Contact Lens Manufacturers Interview; QIC World; London.co.uk Analysis

The Marketplace

The UK

- There is no significant group of men's grooming stores
- Few premium men's skincare
- Department stores & chains such as SpaceNK
- Old Guard: Trumpers, Truefit, Taylor
- New players: Refinery, Gentlemen's Tonic


International, much more developed

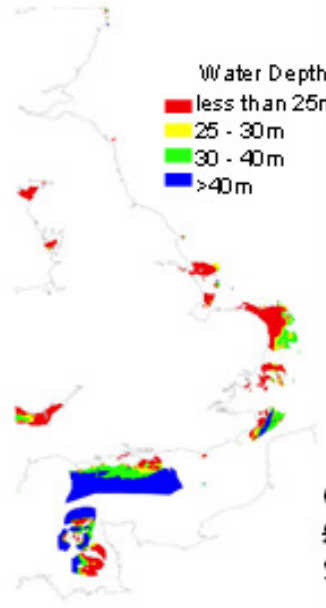
- Art of Shaving (Est 1996 NY: 32 stores, sales of \$30m, 300 concession / stockists operations just sold for \$60m to Proctor & Gamble)
- Zirth (\$20m sales, sold to P&G June 2009)
- Rudy's LA, John Allan, e-shave



Slide 4 - The Competition

Shallow Water is Easier





- Lower Installation Cost
- Lower Maintenance Cost
- Simpler Electrical Connection
- Sheltered Environment
- A Lower Risk Place To Start


- Competitors Concentrate on Deeper Water

Global market > £40bn equipment & £6bn per year electricity
Shallow water is 5 -10 %


Competition


Digital Printers using CN paper, with min. 1500pph 6x4" and capable of printing up to 12x36".

LumeJet™ 1500




List price
€64,900

 **FUJIFILM** Frontier LP7600



List price
€88,000

NORITSU QSS 3411



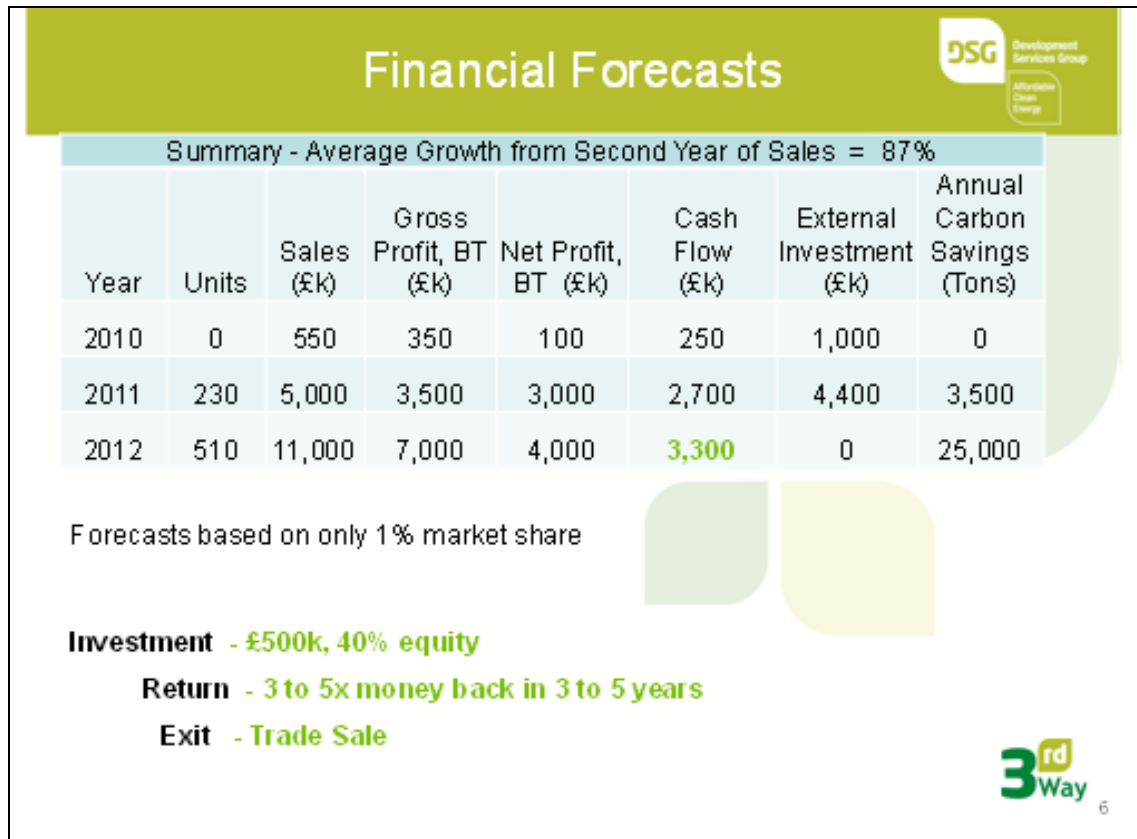
List price
€100,000

Other:

Photo-Me €80k, 12" LCD

Doli €35k, 8" LCD, 800 pph

Slide 6 - Financials



Financials

- Average YR1 sales across three pricing models is c£804k
 - EBIT **-£460k**
- Average YR2 sales across three pricing models is c£4.92m
 - EBIT £2.59m
- Average YR3 sales across three pricing models is c£7.44m
 - EBIT £3.86m
- 3-5 year Exit Strategy
- Assumed multiple of EBIT of 10
- Target price of £30 m is sought
- Target EBIT of £3m. Year 3, in the budget, is showing as £3.86m

Presentation Tips

The best way of thinking about writing a Speed Pitching Presentation is as an "Elevator Pitch". The name reflects the fact that an elevator pitch should be possible to deliver in the time span of an elevator ride, and to show you can get your point across clearly and concisely.

Try to start with "a hook" - a statement or question that grabs the investors' attention and makes them want to hear more.

It's really important to give an explanation of exactly what your service or product does. We often hear investors saying they had no idea what the company actually does. Learn how to describe your company quickly and succinctly.

The investors won't expect you to cram everything into your 4-minute pitch. The most important thing to remember is that the one aim of your pitch is to get the investors to your table - nothing more. Quite often the people with the shortest pitches have the most interest afterwards, as they leave the investors wanting to find out more.

Timing:

- Time is limited, so learn how to summarise your business in a short amount of time.
- Think hard about what your key message is and cut out any unnecessary detail.
- Don't get bogged down with the technical details - just tell them what it does.
- Don't repeat yourself.
- 4 minutes is only around 600 words, so every sentence counts.

Presentation Style:

- Speak clearly.
- Be enthusiastic - Investors expect energy and dedication from entrepreneurs.
- Don't use acronyms or technical jargon. Everyone should be able to understand it.
- Look at the audience, not the screen.
- Don't just read what is on your PowerPoint presentation (this should only contain visuals and bullet points).
- Gestures and body language (e.g. nodding and smiling) are very important.
- Look your best!
- If you're not an experienced public speaker, don't be afraid to read from a script.

Practice, Practice, Practice!

- Can you do it within the time limit?
- Did everyone understand it?
- Ask family, friends and colleagues for feedback.
- Did it convey the desired message?
- The more you practice it, the more relaxed you'll be when you're in front of the investors.