



SC Launch Company Review Presentation Outline and Guidance

10 Slides, 20 Minutes



OPENING SLIDE

Company Profile

One line statement that gives an indication about what the company is or does great

Presentation Outline



1. Company
2. The Team
3. The Problem
4. The Solution
5. Competition
6. Route to Market
7. Sales Model
8. Key Milestones
9. Financials
10. Optional Slide



Company Overview



- Company Name
- Address
- Date Founded/Domiciled in South Carolina
- Person Presenting
- Date of Presentation



The Team



-
- Provide names, descriptions and photos for
 - All Team Members
 - To include extended team members who currently may not be receiving a salary
 - Advisory Board Members/Board of Directors
 - Key Resource Partners



The Problem



- Describe the magnitude of the problem
- Provide convincing evidence



The Solution



- Annotated drawing, diagram, picture or other graphic representation often best
 - Focus on what it is and not about how it works



Competition



- Your company solution and strengths versus your competition and/or alternatives
 - Point to the unique and differentiated value creating elements your company expects to deliver



Route to Market



- Show how the product or service gets to end customers and how those organizations along the value chain to the customer will be convinced



Sales Model



- Show how your company finds and attracts customers, then moves them from awareness to purchase
- Show how much that costs and how progress is measured



Key Milestones and Accomplishments



- Provide a schedule of key milestones and accomplishments on your path to commercialization and profitability
 - Include the estimated cost associated with each milestone



Financials



- Insert SC Launch Pro Forma (standard financial estimating model)
 - This will be the Excel Sheet attached to the email request



Optional Slide



- There may be some special situation or point you want to make that will compel the investor to get behind your business with financial or other support
- Use it to best illustrate that situation or key point that makes your company's case exceptionally compelling to the investor
- Feel free to use your choice slide at any step of the presentation before the financial projections slide and after the title slide