

PITCH DECK PRESENTATION GUIDELINES

SLIDE 1 + 2:

Company Overview

Overview must reflect:

- Your company's vision (slide1)
- What your company does
- Why your management team has the experience to build out the business
- Traction achieved to date: List any key milestones achieved.

SLIDE 3:

The Management Team

Management Team should reflect:

- Key team member/professional qualification/key experience attained that reflects their skill and experience to hold that position
- Key position each team member holds in the business
- Team member(s) currently employed full time in the business/ Which team members will become fully employed in the business
- External consultants used and their role

SLIDE 4:

The Business Opportunity

Opportunity should reflect:

- Why there is a need for your product or service
- Profile of your target customers
- How you plan to scale and grow the business: List 3-5 key points
- Revenue growth: List 3 key areas for revenue growth

SLIDE 5:

The Product or Service

Product or Service should reflect:

- What are the key features of your product or service that makes it unique or different
- Why would customers want to buy your product or service
- What are the major product or service milestones attained so far
- What additional products or services are planned

SLIDE 6:

Competitors

This slide should cover the following:

- Who are your major competitors
- What are the 3-5 key differentiating factors your business has over your competitors
- List 3-5 key areas you see the greatest challenges from your competitors

SLIDE 7:

Market Traction

- List 3 - 5 key factors that will give your business traction to achieve its objectives /trigger its success as a start-up business

SLIDE 8:

Business Model

Business model should reflect:

- How will you make money
- Pricing model of your product or service
- How will you secure customers
- How you will lock your customers into becoming long term customers

SLIDE 9:

Key Financial Highlights

Financial Highlights should include:

- Financial projections including turnover and profit
- Total Cash Investment made into the business at end of February 2023 by Founders and External Shareholders

NOTE: This guideline is not intended to be prescriptive but rather to give you guidance on minimum information required by the Silverleaf investment committee for a pitch presentation