



Presentation guidelines

OPERA Organic Electronics
Venture Forum – 19 May 2009

Version 3 (Updated on 3 March 2009)

Preparing for the Venture Forum

The following list provides an overview of topics that investors might want to know about your business.

Please note that you will have no more than 10 minutes to present your case. Therefore you should consider

1. focusing on the issues that you think are most relevant to your case – i.e. you may not have enough time to go through your entire pitch deck, and
2. presenting your case in a clear and concise manner.

These guidelines have been prepared especially for new start-ups with no prior or only limited experience in seeking venture capital. The guidelines have been compiled in co-operation with Mr. Ed Sim, Managing Director, Dawntreader Ventures¹.

Topics to be addressed

1. The value proposition – Describe in few words the offering, the customers, and the benefits your offering will provide (1 slide)

2. Brief history – When was your company founded, what are the major milestones so far, how much capital have you raised to date and from whom, and how much capital is needed in the new round (1 slide)

3. Who/Team - Who are you and what is your background? Provide an overview of your past successes and failures. This helps the potential investor get an idea of your ability to deliver and surround yourself with experienced talent. Also include any board members that may be relevant (1 slide)

4. What is the problem that you are going to solve? – Is it a known problem that has not been adequately solved so far, or a new

one that has recently become relevant? Justify the problem statement! Otherwise the potential investor might wonder whether the world really needs the new technology, product or service to be developed (1-2 slides)

5. How do you uniquely solve the problem?

- Solving the problem just like everyone else makes it more difficult to differentiate from your competitors and to build a profitable business (1-2 slides)

6. Technology – Provide insights into the underlying technology and its advantages. Is it specific to your offering or does it also have other potential application areas? Is it licensed or self developed? How are you planning to protect the technology? Make the potential investor interested, but do not reveal any business critical information since there will be other companies listening! (1-2 slides)

7. Customer traction - Is the product already in hands of customers? If so, share some data on your customers and their experiences (1-2 slides)

8. Market size/Competitive Overview - How big is the market and how did you come up with that number? How are you positioned in the market and the OLAE value chain? Note that it will be “a sin” to claim that you have no competition (1-2 slides)

9. GoToMarket Strategy - How are you planning to grow and use the capital in an efficient manner? How are you going to market and distribute your offering? Provide information on your present or potential partners that will help you develop, market and deliver your offering. (1 slide)

10. Business/Revenue model – Explain how the economics of your business work. What are the mechanisms through which you are going to generate revenue? To what extent and how is your business success linked to

¹ Ed's blog on venture capital, technology and markets is available at www.beyondvc.com.

the success of your customers and the activities of your partners? Can you operate efficiently enough to cover the costs of running the business with the projected revenues - and still make profit? Finally, what are the major risks involved? (1-2 slides)

11. Financials – Estimate how your business will grow, and what the revenue numbers look like over the next 3 years. Help the potential investor understand how the business scales, what does it take, and what are the true cash needs for the business to get to breakeven (1 slide)

12. The financing round - Lay out the amount of euros you are asking for, how it will be used, and how long the cash will last (1 slide)

13. Milestones - What milestones have you hit so far and what do you plan on realizing during the next year with the new cash (1 slide)

Presentation summaries

The presenting companies are requested to submit a brief summary of their presentation prior to the Venture Forum. The presentation summaries should cover the following areas:

- The value proposition (item 1)
- Brief history (item 2)
- The problem (item 4)
- The solution (item 5)
- The financing round (item 12)

Note that we are not asking for a complete pitch deck – 5-7 slides will do. Please send them to the event co-ordinators.

Programme and registration

The latest programme of OPERA Organic Electronics Venture Forum is available on our website at <http://opera-project.eu/index.php?id=13&lang=EN>.

To register, please contact the event co-ordinators.

Event co-ordinators

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