

Instructions / guidance for companies presenting at SWAIN Expert Panels

Prior to the presentation we shall require the following items;

- A 'soft' copy of your business plan (if we have not already received one).
- An executive summary of the investment proposition – an example in our standard one page format that will be expected if you proceed to the Introduction forum is provided;
- Please email your Powerpoint presentation to me the day before the expert panel and bring it on a memory stick as back up. I would prefer to run it on my laptop as this will be used at the Introduction forum and it saves time from swapping over at the expert panel. Please note that we have attached an appendix which sets out the items usually included in a presentation of this nature.
- A copy of your latest management accounts. If your business is a start up we need to see a projected Balance Sheet for day 1 of the business ie. Before your raise any investment from Angels.
- Any outstanding payment.

Please arrive at the venue with at least 10 minutes to spare!

Questions

After the presentations you will get 25-30 minutes of questions feedback. Please come prepared to take notes so you remember the comments.

The presentation

We do like to address the issue of equity valuation during your presentation, although prefer not to dwell on it.

We are convinced that presentations which are well received by an audience are **simple, clear, well structured and kept to time**. Please remember that a key objective is to grab the attention of your audience and then stimulate interest in your product or service. Essentially you are encouraging potential investors to talk to you.

Suggested contents for a presentation to Business Angels

Slide 1 Title slide (logo and or picture preferred)

- **Company name (may add presenters name and job title)**

Slide 2 Agenda slide

Slides 3 Onwards

- **Description of product or service (very simplistic technical description of how it works)**
- **What it does for our customers and why they buy (examples of customers with logos if available)**
- **How we arrived here (tell a story) – What attracted us to deliver in this particular market (market growth, competition, barriers to entry and competitive reaction)**
- **What makes our team able to deliver – skills and experience (utilise well know brand employers or partners)**
- **Why we will be able to continue to sustain an advantage in this market – intellectual capital (IP / USP)**
- **How we make our money (how much does our product sell for – margins)**
- **Financial projections**
- **How much money has been put in already and sources**
- **How much we are seeking to raise and how we plan to spend funds raised**
- **Exit strategy (specific examples of larger acquisitive businesses who are converging on our technology)**
- **Summary**

Goprint

INDUSTRY SECTOR:	Print Management software
AMOUNT REQUIRED:	£75,000
IN UNITS OF:	£25,000
EQUITY STAKE:	Negotiable
INVESTOR PARTICIPATION:	Optional
SKILLS SOUGHT:	Operations Management
MULTIPLE INVESTORS:	Yes
LOCATION:	Taunton
STAGE:	Development/growth

The key selling points of this company are:

1. Proven product benefits in large and early stage market
2. Market tested sales, pricing and delivery with £1m prospect pipeline
3. Focused, experienced management team

Goprint is the UK's leading provider of Software to the Print Management industry and aims to become the primary supplier of Software for Print Purchasing within 3 years.

The experienced management team covers sales, delivery, technical and finance and is focused on achieving these objectives. Operational and financial management processes have been put in place to enable rapid exploitation of this opportunity, as soon as additional funding becomes available.

Goprint has invested heavily in R&D and the product has proven competitive advantage having been in commercial use for over 18 months. Tangible benefits delivered to Print Management customers include improvements in revenues, margins and customer retention. Corporate print buyers benefit through significant cost savings and purchasing efficiencies. These benefits are achieved by streamlining communications and workflow between print buyers, managers and suppliers.

There is proven demand for the product in two related markets verified by 4 recent sales to print management companies (average order value £32,000) and a Strategic sale to a global business (order value £75,000). Initial customers are now actively trading with companies such as HSBC, Phones4U, Deutsche Bank and First Choice Holidays.

The company has £1m of prospects in the pipeline and has established agreements with KPMG and Antalis (paper merchant) to facilitate qualified introductions to large corporates.

The company is aiming to grow revenues from £103K (Actual - Y/E 28 Feb 2004) to c. £200K in the current accounting period, and to £1.5M within 36 months, and is projecting an EBITDA in excess of £500K in Y/E 28 Feb 2007.

The Directors plan to use the additional funding to increase sales and delivery teams to enable the company to aggressively target corporate buyers in parallel with print management companies in order to maximise both revenues and profitability.