



PRESENTATION
TIPS AND GUIDELINES
CREATE A VISIBLE PATH TO INVESTOR RETURNS

Purpose

The goal of a Presentation is to provide a written introduction of your investment opportunity in order to hold a meaningful investor meeting - leading to a due diligence process.

The Presentation should provide the investor reasonably concrete information in order for them to understand how the investment opportunity might help them meet their investment objectives and provide them with an attractive risk adjusted return.

NOTE:

The previous sentence does *not* say the Presentation goal is for the Investor to: “Learn about your Company”!

Your investment opportunity or company is the *vehicle through which an investor meets their investment goals/risk adjusted return expectations. Your investment opportunity or company is not the direct purpose of the investment!*

The specifics about your investment opportunity or company are clearly important. Investors have specific areas of interest, expertise, investment guidelines/preferences and therefore want to know the details of your investment opportunity/company. However, an investors desire to know about your investment opportunity/company is to help them determine whether they think your particular opportunity meets their investment goals and risk adjusted return objectives.

Investors are comparing your opportunity to others to which they have access. Gaining access to capital is a competitive endeavor - your investment proposition will be compared with many others (some that will seem similar to yours and some that will seem different) and your ability to meet the investor’s goals/return requirements needs to be strong enough to stand out from the pack.



Best Practices

The Presentation is your opportunity to present yourself in your best possible light and as you want to be seen. Just as first impressions are made when you first meet someone, your presentation materials make a first impression and investors will draw conclusions from them. An investor's impressions are an important part of their decision-making process.

The Presentation is also your opportunity to leave behind the specific information that you want the investor to remember. If you rely on the investor taking notes during your presentation, then it's impossible to know what information they have retained.

It is usually best to actually use the Presentation during your meetings. You have spent time and effort organizing your thoughts around the investment opportunity while preparing the Presentation and it should represent all of your important investment considerations. In addition, by using the presentation during your meeting, you will be reinforcing to the investor which information you think is important and where the investor can find it later should they want to use it in for an internal write-up or conversation.

Some best practice considerations for a Presentation (see Appendix for more detailed descriptions) include:

- Design and Formatting
- Vision / Path to Executable Returns
- Concrete and Supportable Information
- Delivery and Meeting Dynamics
- Regulatory and Legal Standards

Note: Shorter is best but there is no "right" number of pages - be as short as possible (1 to 2 pages per Topic) but as long as is required to convey important (ie: concrete supporting) information.

Covered Topics

There is a basic format for most Presentations which covers the breadth and depth of an investor's initial inquiry. Within this relatively standard framework, each Presentation will have varying degrees of emphasis and detail depending upon circumstances. Therefore, different structures and different stage companies will use different specific information to create the investor bridge. These areas include:

See: Presentation Templates - [Company](#) / [Fund](#) for Examples of Specific Information

Vision	Value Proposition	Who & What
<ul style="list-style-type: none">• Vision Statement / Summary Sales Points• Problem / Market Opportunity• Solution / Growth Opportunity• Macro Analysis / Market Size• Competitive Analysis / Advantage	<ul style="list-style-type: none">• Investment Opp / Process / Attractive Characteristics / Why Now?• Pipeline / Case Studies / Traction / Sourcing• Concrete Plan / Operations / Risk Management	<ul style="list-style-type: none">• Financials / Important Assumptions / Track Record• Team Biographies• Summary Terms & Conditions / Current Capital Info / Use of Funds• Appendix: Footnotes Financials, Returns, Data, etc



Result

The result of a well-constructed Presentation is that it provides the investor supportable, value-add introductory information about your investment opportunity, a meeting outline that is easy to present and the basis for continued engagement / due diligence.

The intended outcome is for the investor to enter formal due diligence and request more information from its Due Diligence Check List - [Company](#) / [Fund](#).

Contact Us
For Your
Capital Raise

About Deer Isle Group:

Deer Isle Group (“Deer Isle”) with its subsidiaries, Deer Isle Capital, a registered broker/dealer, and Deer Isle Financial, is a differentiated investment bank that provides “as needed” financial/strategy and closing advisory as well as proprietary technology solutions that give access to 10,000+ institutional investors. Our business is built upon providing investors and capital seekers/issuers the right tools in order to ensure a transparent, smooth and efficient capital solution. Our strength in these factors has helped drive our proven execution capabilities.

Deer Isle’s successful track record includes having raised over \$5 billion in private placement capital since our founding in 2007.





Deer Isle Group, LLC

Appendix
**Presentation
Best Practices**



<p style="text-align: center;">DESIGN & FORMATING <u>Look and Feel is Important to Success</u></p> <p>Keep slides simple and easy to read</p> <p>Header of each slide should be Active & Easy to Read - Understand Pitch by Just Reading Headers: Rather than “Problem” Say: “Problem: Market Lacks XXX”</p> <p>Say in a few words what can be said in a few words: Avoid Prepositions (“of”, “to”)</p> <p>Keep pages interesting: Use Graphics, Cartoons, Product Pictures, Tables, Maps, Testimonials, etc -: Avoid Long Bullet Point Lists</p> <p>Ensure that all fonts (styles, sizes, etc) are consistent for each information level</p> <p>Decide on color scheme and use throughout / too many colors make information hard to read</p> <p>Final review that only looks at formatting to ensure all formatting is consistent</p>	<p style="text-align: center;">CONCRETE & SUPPORTABLE INFORMATION <u>Provide Concrete Supported Data</u></p> <p>More concrete and tangible information gives investors greater comfort - e.g. Rather than “\$XXX million Pipeline”</p> <p>State the Pipeline: \$XX / (Code) Name / Stage (Any Evidence of commitments - MOU, Draft Agreement, etc)</p> <p>Most important part of financial information is the historical performance/track record and/or assumptions Historical performance / track record provides the foundation for making future assumptions</p> <p>Assumptions should be supported by external information: historical data / track record, agreements (MOU, Draft, Signed), market or peer analysis</p> <p>Anybody can make a model - hard to support assumptions</p> <p>Convey financial and other data in charts, graphics, tables whenever possible</p>
<p style="text-align: center;">VISION <u>Path to Executable Returns</u></p> <p>Keep investment thesis and value add simple</p> <p>Ensure enough data to support thesis - without data a presentation becomes very generic and does not provide enough tangible information for an investor to have a meaningful opinion: Market analysis Peer Analysis Performance Information Pipeline Executive Biographies</p> <p>Goal is to keep investor engaged and to agree to do more due diligence - goal is not to provide all information for an investment decision.</p> <p>Additional information will be provided in data room and Due Diligence Checklist - Company / Fund</p>	<p style="text-align: center;">DELIVERY & MEETING DYNAMICS <u>Spotlight On - One Hour to Convince</u></p> <p>Delivery matters - BE ORGANIZED (use Presentation)</p> <p>Speak slowly - conveys authority and is effective</p> <p>Questions - Start meeting by asking questions - sets the stage so you know what might be important to highlight during presentation/starts a dialogue</p> <p>Questions - Encourage questions by leaving space for them - asking for questions/checking during presentation</p> <p>Questions - End meeting with questions so that next steps and current impressions are clear</p>
<p style="text-align: center;">REGULATORY AND LEGAL STANDARDS <u>Ensure that information adheres to regulatory & legal requirements</u></p>	

