

## PRESENTATION FORMAT

*(modeled after the Maine Investment Exchange (MIX),  
founded and operated by Maine & Company since 1996)*

### 10 Minutes MAXIMUM

#### 4 MINUTES

Briefly describe:

- Who you are
- Your product/service
- Location of your company
- What stage your company is in (i.e. concept, initial rollout, number of employees etc.)
- Management team

#### 1 MINUTE

Describe who your customer/end users are

#### 2 MINUTES

Briefly describe how you intend to market to your customer/end user:

- Size of market (\$)
- Actual and planned penetration levels
- What is the level of competition and how do you plan to compete
- Why is your project/service uniquely positioned to compete

#### 1 MINUTE

Describe the marketplace acceptance of your project to date

#### 1 MINUTE

Explain how you plan to utilize investment dollars received including:

- When do you expect cash flow break-even
- How much money is currently invested in the company
- 5 year financial forecast (simple as possible)

#### 1 MINUTE

Describe how long you expect to need early stage capital-outline investor exit strategy

#### Notes:

- ✓ Be prepared to move through your material quickly. Your presentation should be a “statement of fact” and delivered with enthusiasm. Remember, investors are investing in you, as much or more than the product.
- ✓ The integrated use of visual aids is recommended.
- ✓ If you are not comfortable with public speaking, enlist someone from your organization who is.
- ✓ **Remember, your number one priority is to interest the audience enough in your venture to come and visit you at your table.** The goal should not be to dump as much data as possible on the audience.