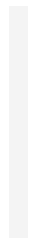
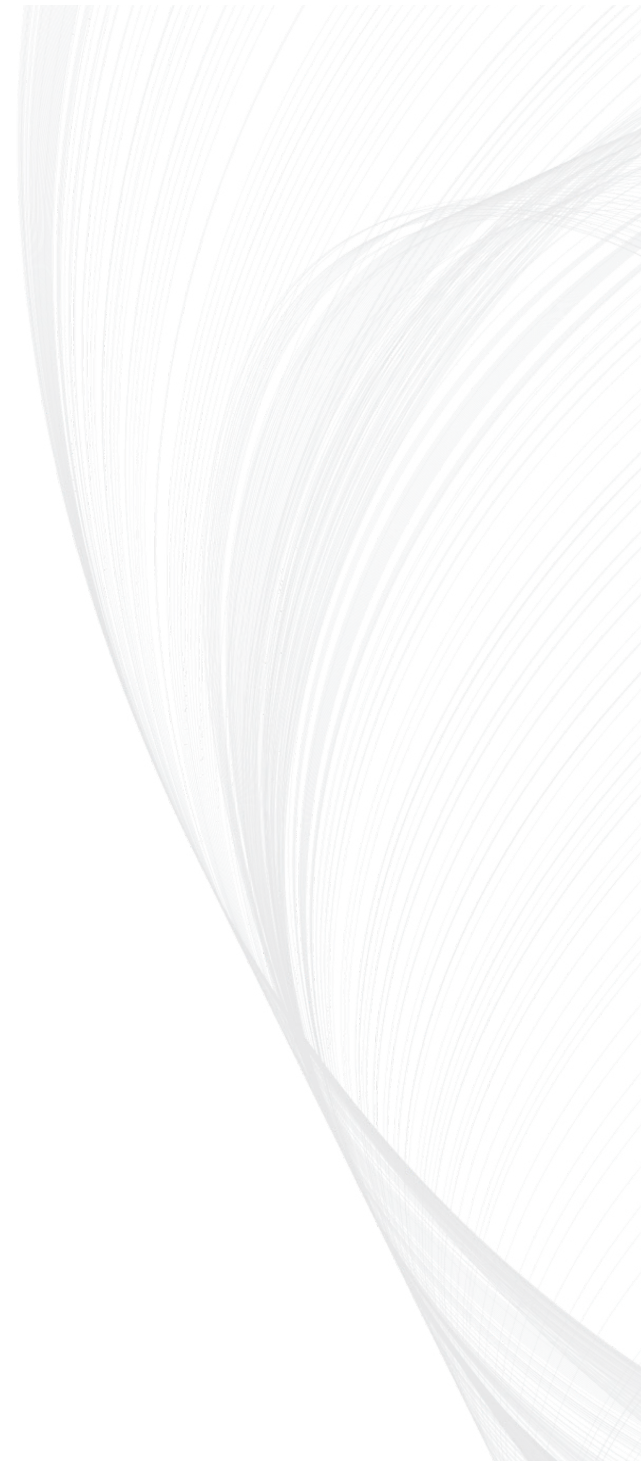


Entrepreneurs

Building a Foundation



A grayscale photograph of two men in business attire (suits and ties) sitting at a table, looking at a tablet or document together. The man on the left is wearing glasses and has a slight smile. The man on the right is also smiling and pointing at the document. The background is a bright, out-of-focus office environment. A purple semi-transparent banner is overlaid on the bottom left of the image, containing the text 'Startup Fundamentals' in white.

Startup Fundamentals

Business Models

Traditional

- Owner Control
- Debt Funded

Franchise

- Infrastructure
- Branding

“Startup”

- Equity Share
- Private Investment

Startup Model

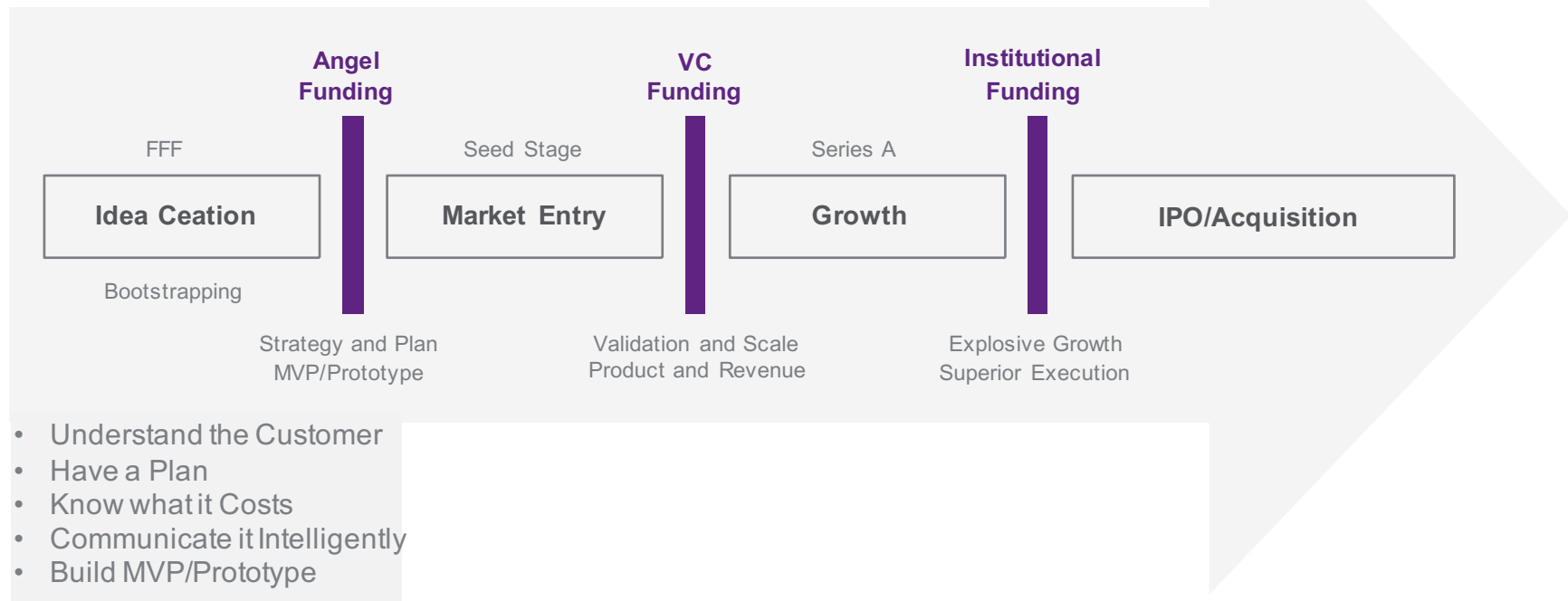
“A startup is a **human institution** designed to **deliver** a new product or service under conditions of extreme uncertainty.” - *Lean Startup*

What makes it unique – investor exit, rapid growth, acquisition (>90%)

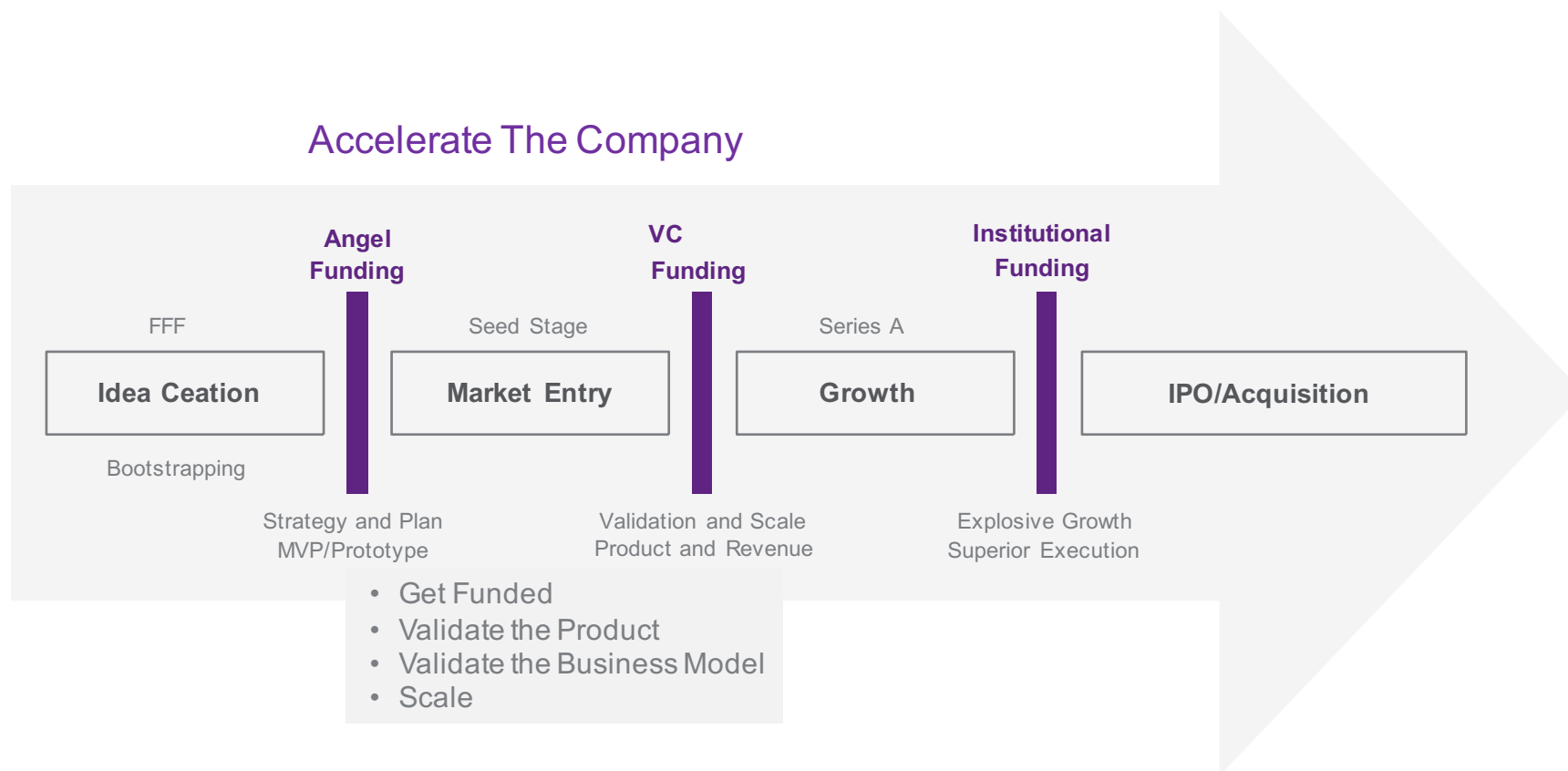
Challenges – culture, infrastructure, loss of control/dilution, quality startups

Life Cycle - Where are You and What is Important

Incubate The idea



Life Cycle - Where are You and What is Important





The Plan

Planning Fundamentals

- ❑ Plan, Execute, Adjust – Repeat
 - No plan survives first contact
- ❑ Hope is not a plan
- ❑ “Build it and they will come” is not a plan
- ❑ Alpha – Beta – MVP – Launch is not a plan
- ❑ Inshallah is not a plan

Planning Fundamentals

A business plan—thoughtfully assembled and diligently updated—is the very blueprint for any company. It sets direction, facilitates communication and establishes performance metrics.

Better yet, well-articulated business plans force business owners to constantly weigh the strengths and weaknesses of their operations.

Our Traction and Plan



Financials

How do you Make Money?

- Subscriptions
- Sell product
- Advertising

Other financial metrics

- CAC
- LTV

	2015	2016	2017	2018	2019
<i>Users</i>					
<i>Businesses</i>					
<i>Revenue</i>	\$	\$	\$	\$	\$
<i>Expenses</i>	\$	\$	\$	\$	\$
<i>Gross Margin</i>	\$	\$	\$	\$	\$

2 Types of Models

- ❑ Engineering Model – Planning/Early Stage/Angel Round
- ❑ Professional (CPA) – Later Stage/VC Round

Fundamentals

- ❑ “Top Down” vs “Bottom up”
- ❑ Don’t be “Conservative” or “Aggressive” be “Right”
- ❑ Capture all of your assumptions as you go

No Right or Wrong Way – Complete or Incomplete

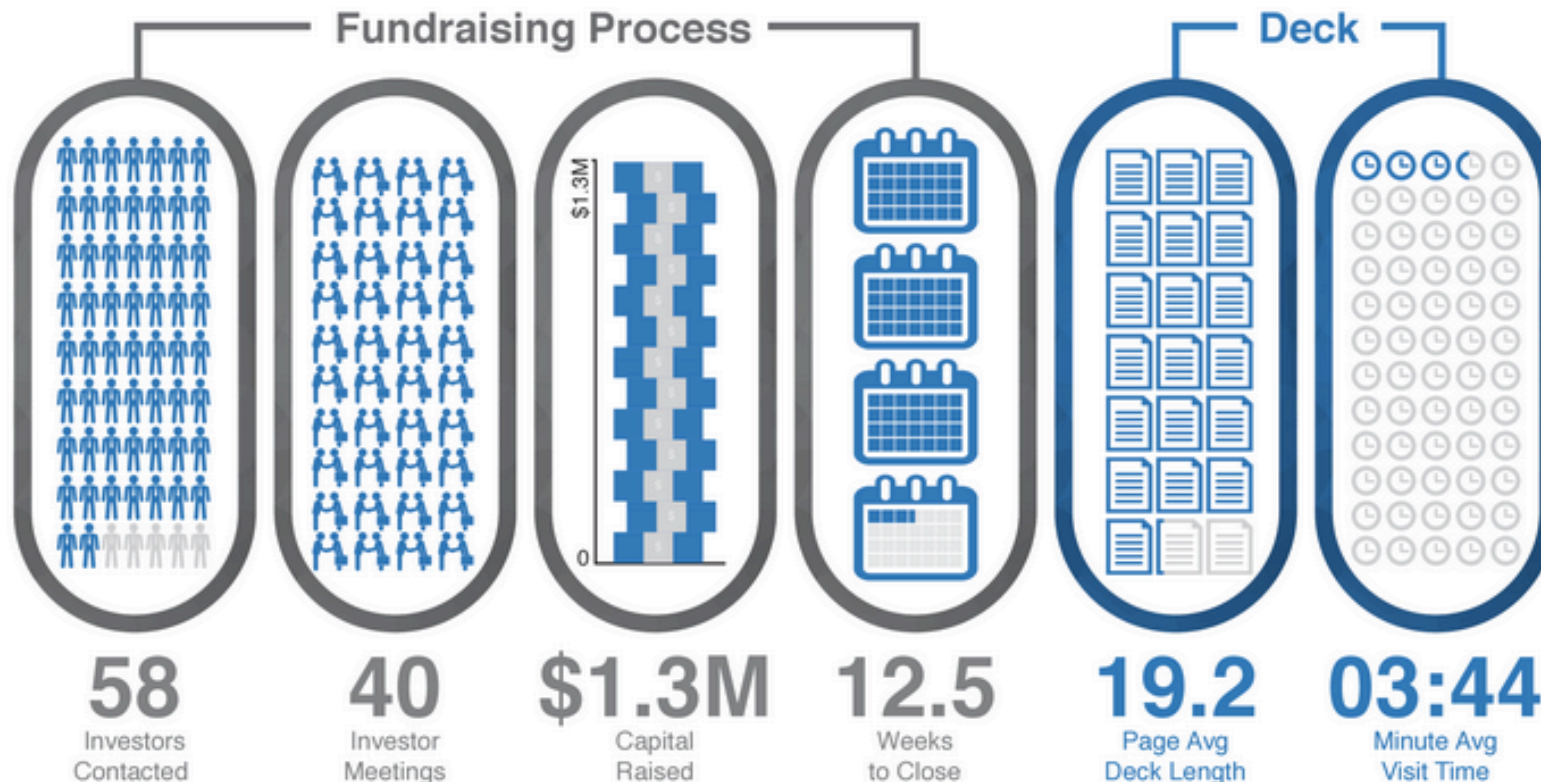


Pitching to Investors

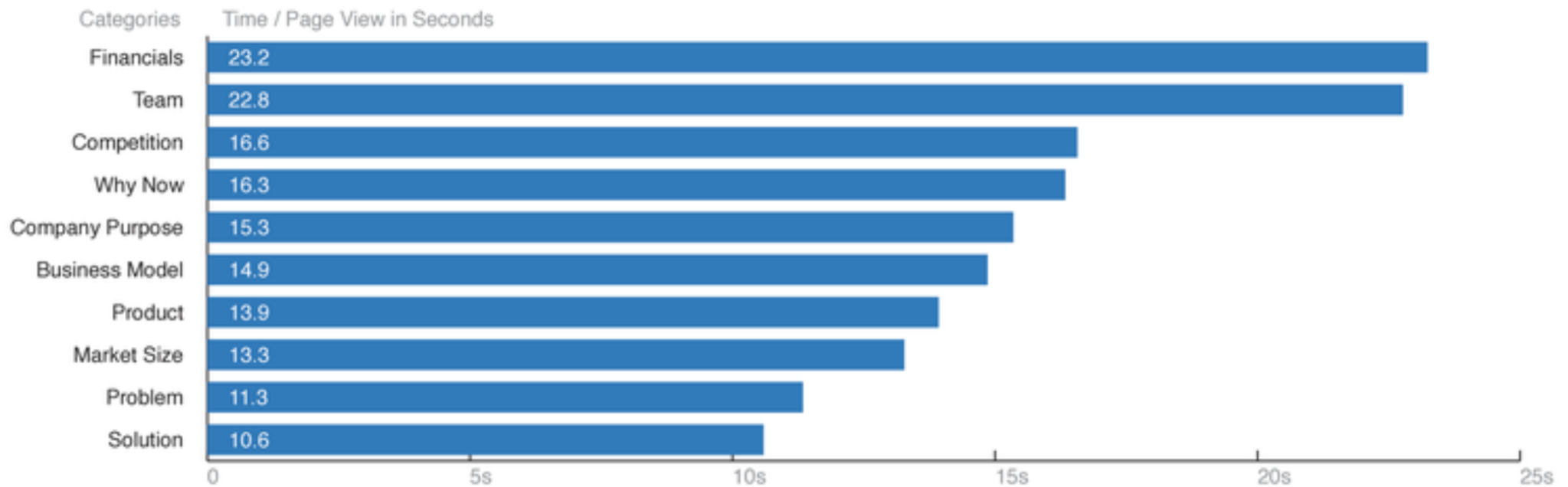
Stats From an Average Series Seed Raise

Starting a company is a brutal process. Getting outside funding is a necessary step for many tech startups, but it's an opaque and frustrating process for those doing it for the first time. With that in mind, we wanted to shed some light on what a typical successful seed round looks like.

Here are some of our main findings:



Where do Investors Look



General Guidelines

- ❑ Sell your product to customers and your business case to investors
- ❑ Opportunity Based - Simplicity and Clarity
- ❑ Know your audience and tailor appropriately
 - Formal, public, 1on1

What Do You Need

Documents

1. Executive Summary
2. Pitch Deck/Presentation
3. Plan with Financials

What is Your Message

- You have a vision and see an opportunity
- You have a solution and plan to capture the opportunity

Pitch Deck



- ❑ ***Vision*** (*This is what you are selling*)
- ❑ ***Opportunity*** (why does anyone care)
- ❑ ***Problem*** (to capturing the opportunity)
- ❑ ***Solution*** (how you fix it and why you)
- ❑ ***Market*** (who, where do you fit, dynamics)
- ❑ ***Plan*** (get to the finish line)
- ❑ ***Team*** (success focused, what don't you have)
- ❑ ***Financials*** (how do you make money; customer acquisition)
- ❑ ***Funding*** (how much, terms, exit)

Everyone must win



Equity Share Range

- Founder 10% - 20%
- Executive Team 5% - 20%
- Stock Option Pool 20%
- Angel Investors 10% - 15%
- Venture Capital 40% – 60%

Common

15%
10%
20%
10%
50%



\$19B

Jan Koum \$8.5

Brian Acton \$3.8B

FORBES estimates that Koum held about a 45% stake in the company, while Acton's stake was over 20%.

facebook

Mark Zuckerberg \$16.9B

Thank You

We would like to assure you of our confidence and passion to achieve your requirements.

We look forward to hearing from you,,,,

Sincerely,

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