

Communicating Your Message

Fundamentals

Message must achieve your goal; Funding, Partnership, Team

Message must be clear, concise and compelling

Documents simply organize the message

Key Points

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

Documents for Funding

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

Pitching & Pitch Deck

A grayscale photograph of two men in business attire sitting at a table, looking at documents. The man on the left is wearing glasses and a suit with a striped tie. The man on the right is smiling and looking at the documents. A purple semi-transparent banner is overlaid on the bottom left of the image, containing the text 'Pitching & Pitch Deck' in white.

Pitching & Pitch Deck

General Guidelines

**Sell your product to customers
and your business case to investors**

Know your audience and tailor appropriately

- Formal, public, 1on1
- Presentation
 - **Facts**; in the order and way you want them delivered
- Story
 - **Personal Connection**; compelling, passionate, engaging

Content

- ***Opportunity*** (why should anyone care)
- ***Problem*** (capture the opportunity)
- ***Solution*** (how you do it and why you)
- ***Market*** (competitors, how do you fit)
- ***Plan*** (to Investor exit)
- ***Team*** (success focused, what don't you have)
- ***Financials*** (how do you make money; customer acquisition)
- ***Funding*** (get to your first \$10M)

Title Page

Logo
Tag Line

We believe the Future of _____ is _____

Opportunity (How you see it)

\$B _____ **Market**

*37B SAR
Growth by 2019*

*Everybody
wants it now*

Trends

*Identify
Vertical Markets*

What's
Important

Validate Demand

Market
Dynamics

There is
Growth

The Problem (pick the right problem)

One single strategic problem

→ it's obvious if you fix this you can capture the Opportunity

→ who is writing the checks? Solve their problem

Tactical problems; quantify

- Consumer/User
- Business
- Buyers, Sellers
- Address everyone

Statistics, use cases

Problems with current solutions/approaches

The Solution (fix the problem and why you)

Solution to the Strategic Problem

How you solve the tactical problems

- In the same order as Problem page
- Quantified

Why You

- Product (patent)
- Business Model
- Benefits
- What's cool

Know Your Risks

Competitors

	ITFT	CellControl	TextLimit	SafeDrive	Snapshot
Speed Prevention	Yes	No	No	No	No
Speed Notifications	Yes	Yes	Yes	No	No
Reckless Driving Alerts	Yes	No	No	No	No
Cellular Prevention	Yes	Yes	Yes	No	No
GPS Accident Alerts	Yes	No	No	No	No
Attached to Windshield	No	Yes	No	Yes	No
Price	\$25/month	\$129	\$25/year	\$1,100 - 1,700	Paid by Progressive

Market

2 elements define the future market

Sliding Scale

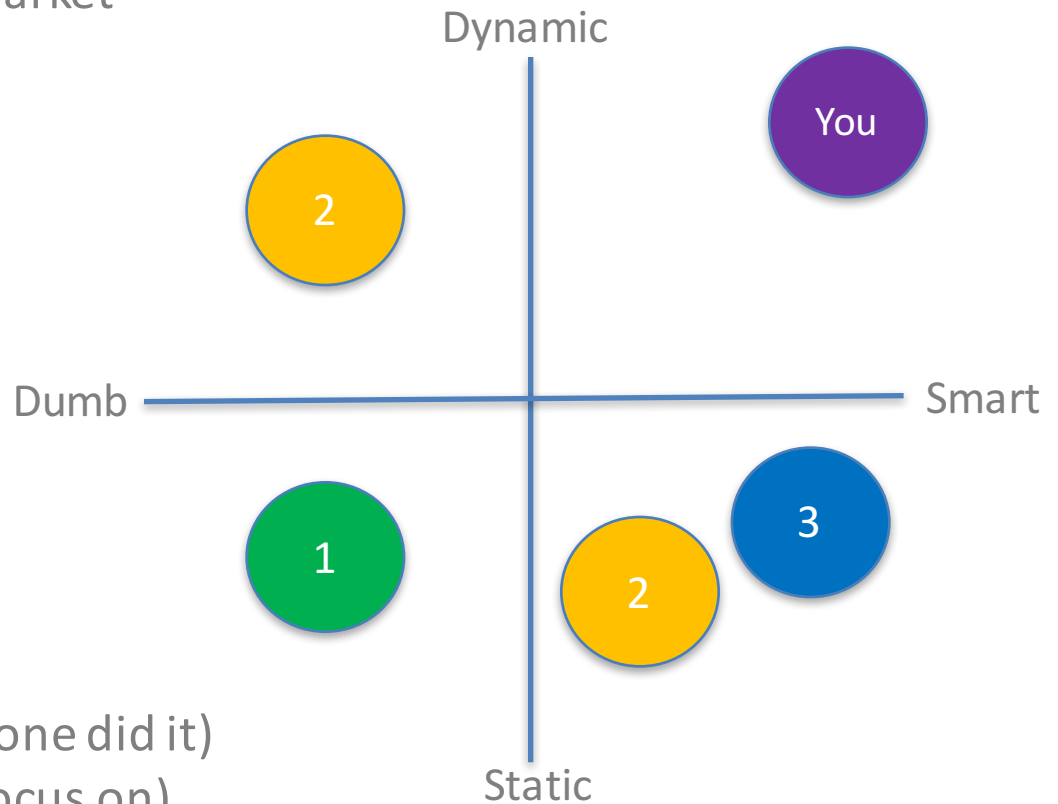
3 Competitor Segments

1. Incumbents
2. New kids on the block
3. Startups like you

TAM \$350B (Define – if everyone did it)

SAM \$50B (Define – we will focus on)

SOM \$600M (Sustainable Revenue)



Plan



Team

- Success and Skills based
 - Have you done this before
 - What are you missing
-
- CEO –Leadership
 - Confident, Passionate, Charismatic
 - People want to follow

Financials

How you Make Money

- Subscriptions
- Sell product
- Advertising

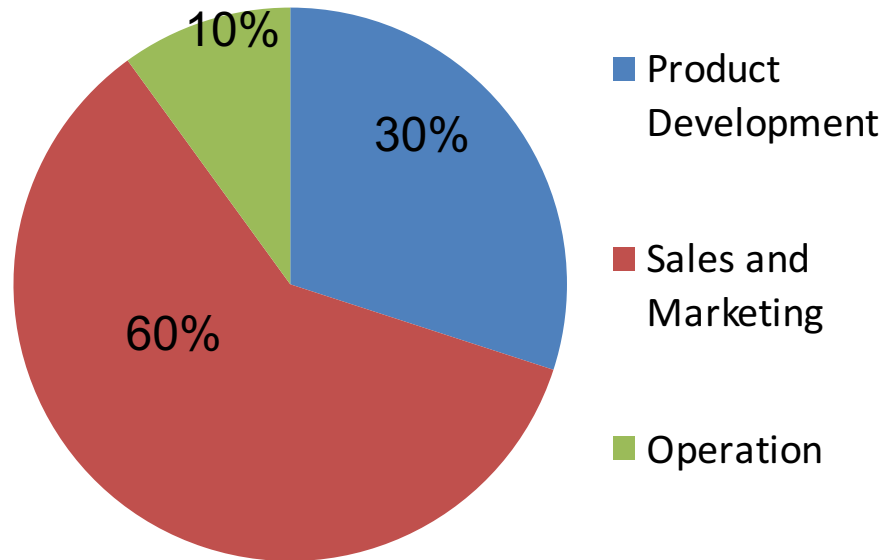
Other financial metrics

- CAC
- LTV

	2016	2017	2018	2019	2020
<i>Customer 1</i>					
<i>Customer 2</i>					
<i>Revenue</i>	\$	\$	\$	\$	\$
<i>Expenses</i>	\$	\$	\$	\$	\$
<i>Gross Margin</i>	\$	\$	\$	\$	\$

Funding

\$X to execute XX Month Plan



What This Buys

- \$XX Revenue
- XX Customer
- 15 Patents
- Positioned for Acquisition

Exit Plan/Terms

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,

Team Lamarka™

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