

R2D2 Inc



COMPANY OVERVIEW

- State who you are
- What is the technology?
- What does it do?
- Why is it unique? Innovative?
- Pain & Solution
 - Clearly illustrate the pain and how your technology solves the problem

THE INVESTMENT CASE FOR R2D2

- Is There A Compelling Investment Opportunity?
Why?
 - Experienced Management Team?
 - Large and Rapidly Growing Market?
 - Superior Technology?
 - Demonstrated Technology Acceptance?
 - Blue Chip Partners?
 - Other?

List all that apply and be prepared to explain why

MANAGEMENT TEAM

Do you have an accomplished management team with deep domain expertise and a track record of success?

Matching skill sets?

List the Team:

- President & CEO (Brief bio)

- CTO & Founder

- Others

TECHNOLOGY TEST

- What is the problem that your technology solves?
- How does your technology specifically address the market needs?
 - Value Proposition
- Does the technology represent a technical revolution in the market?
- Is the technology easy to demonstrate?
- Is there a functioning prototype?
- Are the benefits identifiable and significant?
- How long will it take for market entry?
- What is your biggest problem/concern with the technology?

THE MARKET

- How big is the market?
 - Is it sizeable? Is it growing?
 - If everyone in the market bought from you, what would that mean?
- Does the technology fill a defined market niche?
- What is the achievable market share?
- Is there a believable, large upside potential?
- Is it easy for buyers to adopt the technology?
- What are the barriers to entry?

PRODUCT DETAILS

- Provide specific details of your product.
- Actual pictures of product/technology are very helpful

PRODUCT/TECHNOLOGY: FEATURES & BENEFITS

- Quantify features and benefits, if possible

R2D2 – Proprietary Technologies

- List patent(s)
 - What do the patent(s) protect?
 - The technology?
 - A new method of using the technology?
 - A new way of developing the technology?
 - Status of Patents
 - Who owns them?
 - Are they Provisional? Pending?

COMPETITION & COMPETITIVE ADVANTAGE

- Clearly define the competition
 - What are the key characteristics and differentiators of the competitors?
- Prepare a matrix to show your competitive advantage
 - Are you Faster? Cheaper? Better?
 - Defend the claim with facts

TECHNOLOGY PRODUCTION

- Describe in detail your capacity and ability to build the technology?
- How will you achieve production on a large scale?
 - Who are the service providers?
 - Who are the manufacturers?
 - Where are they located?
- What can go wrong in production?

CUSTOMER ANALYSIS

- Who are your primary customers?
- Are there secondary customers?
- Have you attempted to identify interest in your technology with the customers?
- What companies do you think would be interested in the technology if it were brought to their attention?

MARKETING & SALES

- How do you plan to get to these customers?
- What distribution channels will you deploy?
 - Prioritize the distribution channels
- What is your sales plan?
 - Who is going to sell?
 - How many sales can be achieved?
 - In what timeframe?
 - At what cost?

FINANCIALS

	2005	2006	2007
Revenue			
Cost of Goods			
Operating Expense			
Net Income			

Cash Flow

List assumptions

Take projections out 3-5 years

When do you reach profitability?

COMMERCIALIZATION

- What steps and how much funding are necessary?
- Progress to date?
 - What have you done?
 - How much have you raised?
 - How much has been raised from family & friends?
 - By what means?
- Future Milestones
 - What are the critical next steps?
 - What is the timeline?

FUNDING

- Need

- How much are you looking for from Excell?

- Use

- Itemize the reasons you need the funds?
 - Market assessment? Business plan? Prototype?
Etc.

- Timeline

- When do you need the funds?

SUMMARY

- Restate your value proposition
- Restate why you think you can achieve success