

# BlueKey |Equity Partners

At BlueKey Equity Partners we are interested in understanding our potential partners vision, needs and business model. To assist with this first step, we have provided a basic list of items to consider when preparing your presentation, not all items may apply or additional information may be added.

The presentation format is only a guide and can be modified. The information can be generic or detailed. In addition, the presentation can be in powerpoint, letter format or another appropriate format that you feel will help you convey your message.

Upon completion, please mail to the address below or email [amaury@bluekeyep.com](mailto:amaury@bluekeyep.com).

## **Company Purpose**

1. Define the company/business in a single declarative sentence.

## **Problem**

1. Describe the challenge to the customer (or the customer's customer).
2. Outline how the customer addresses the issue today.

## **Solution**

1. Demonstrate your company's value proposition to make the customer's life better.
2. Show where your product or service is physically located.
3. Provide use cases.

## **Why now**

1. Set-up the historical evolution of your category.
2. Define recent trends that make your solutions possible.

## **Market Potential and Size**

1. Can this be big? How big is the Market?
2. You have two ways to size the market: Top down or Bottom up.
3. Identify /profile the customer you cater to.
4. Calculate the - TAM (Total Addressable Market) - SAM (Serviceable Addressable Market) - SOM (Share of Market).

## **Competition**

1. List of competitors.
2. List competitive advantages.

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## **Product**

1. Produce line up (form factor, functionality, features, architecture, intellectual property)
2. Development roadmap.

## **Business model**

1. Revenue model.

## **Pricing**

1. Average account size and/or lifetime value.
2. Sales & distribution model.
3. Customer/pipeline list.

## **Team**

1. Founders & Management.
2. Board of Directors/Board of Advisors.

## **Financials**

1. P&L.
2. Balance sheet.
3. Cash flow.
4. Cap table.

## **The Deal**

1. What are you looking for? Management or Financial Investment, or both.
2. What is your vision.

Sincerely,

*BlueKey Equity Partners*