AEF Application Guidelines

One-page Executive Summary Template
Pitch Deck Guidelines
Video Pitch Instructions
SAMPLE DEAL
sampledeal@samplegroup.angelsfund.com

Business Summary: We buy, sell and produce goods and services that are bought, sold or produced. We sell all the goods and services that are bought or produced. We buy all the goods and services that are sold or produced, and we produce all the goods and services that can be bought or sold. We buy when prices are low, sell when prices are high and skim fees off the top of every transaction. This question allows up to 450 characters. I have used a total of 449.

Customer Problem: Consumers want or need to purchase goods and services that are produced. This requires a marketplace for vendors to provide these. This question has a limit of 210 characters. I have used a total of 203.

Product/Services: When someone wants to buy something, we provide them with the product and the vendor. When someone wants to sell something, we provide them with the consumer and the product. When a product is to exchange hands, we provide the consumer and the vendor. We buy when the prices are low, sell when our prices are high, and charge fees on each and every transaction that is made. This question allows up to 450 characters. I have used a total of 450.

Target Market: There are 6.1 billion consumers in the world. We create a potential marketplace for each and everyone one of them. Today we are reaching one hundred million people in the US, over one hundred fifty million people in Western Europe, and another 50 million people in Australia and New Zealand. We are confident that with your money we will be able to reach one billion people. This question allows up to 450 characters. I have used a total of 450.

Customers: Current customers are two hundred fifty million men, women, and children in the United States, Canada, and the European Union. This question has a limit of 210 characters. I have used a total of 205.

Sales/Marketing Strategy: We advertise using extensive marketing campaigns on television, radio, billboards, magazines, the Internet, and by word of mouth. Our advertising campaign includes a catchy tune and an easy to remember slogan, accompanied by a well recognized logo. We are looking to expand our market into Asia, Africa, South America, Antarctica, and Greenland by the end of this year. This question allows up to 450 characters. I have used a total of 445.

Business Model: We charge a fee of ten percent on every transaction made, at each level of production, distribution, wholesale, and retail sale. This question has a limit of 210 characters. I have used a total of 200.

Competitors: Current competitors include but are not limited to shopping malls, retail, wholesale, and second hand stores; manufacturers, buyers, sellers, resellers, and advertisers; law firms, doctors offices, banks, and consulting firms; black markets, importers, exporters, and mom and pop shops; restaurants, hotels, salons and resorts; high tech, low tech, and no tech companies. This question allows up to 450 characters. I have used a total of 449.

Competitive Advantage: The current way of partnering consumers with vendors for the purposes of buying, selling, and producing goods and service is the age old marketplace. We provide the only alternative to that marketplace with our completely innovative model. We have intellectual property of patents, copyrights, and trademarks. We have recently cornered 80% of the potential market. This question allows up to 450 characters. I have used a total of 445.

Financial Information:
Funding Stage: Product In Development
Capital Raised: $250,000
Monthly Burn Rate: $45,000
Pre-Money Valuation: $5,000,000
Capital Seeking: $1,000,000

Management:
Horace B. Gillywater, CEO
Jimmy J. Walterwash, CFO

Advisors:
Lawyer: Dewey and Howe

Investors:
Friends
Family

Referred By:

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Pitch Deck Guidelines
9 Questions That Investors Need the Answers For

1. **Team**: name, background, current job/plan to join full time?

2. **Market and customers targeted**: Is it a big or growing market? Who exactly are your customer segments?

3. **Pain Point**: What’s the problem you’re trying to solve in the above market for the above customers?

4. **Solution and Product**: what’s your solution? What exactly do you sell?

5. **Competitive Advantage**: Who are the competitors and why are you different?

6. **Business model** (how to reach customers) and revenue model (how to charge them)?

7. (5-year) **Financial projection**: revenue, cost, future rounds needed? When do you break even? Make sure first two years’ revenue are realistic.

8. **Milestones already achieved and IP protection** (if any): what justifies your valuation and what have you already accomplished?

9. **Amount to be raised** now, and how it will be spent and what milestones will be achieved by this round?
Alumni Entrepreneurs Fund Video Pitch Instructions

Please upload a link to your video by June 16, 2019 11:59pm ET.

The video should be 1-3 minutes long. However, this is a suggested limit, and if you exceed 3 minutes there is no penalty.

The point of this video application is to allow the Selection Committee members to get a sense of what your company does, who you are and what inspired you to found this company.

FAQs:

Q: Should I spend money on this?
A: We do not recommend that you spend money on this. A video shot from your iphone or computer is just fine.

Q: Is it better to spend 1 or 3 minutes?
A: Spend the time you need to cover all 9 points listed below. If you can cover them in 1 minute, that’s great - you may be surprised at what can be communicated in 60 seconds! If you need the full 3 minutes, that’s OK too. If you need longer, think about where you can cut, and if you still feel that it needs to exceed 3 minutes, that is fine.

What should be included in my video pitch?

Your video pitch should cover the following points:

1. Company Purpose (short and sweet)
2. Problem (customer pain)
3. Solution (value prop to customer – great to add real customer stories)
4. Market Size (who are your target customers)
5. Competition (honest list)
6. Product (description and road map)
7. Business Model (revenue, pricing etc.)

8. Customer Acquisition plan (marketing and sales)

9. Team (founders & management)