

## **HealthTech Capital: 2020-COVID Virtual Presentation Guidelines**

Presenting Companies demonstrate professionalism when they arrive promptly, deliver a concise presentation, and finish on time. Members will notice. Due to Covid, we are now virtual and stream to our members. Unless you object, we do record your presentation and comments for our internal due diligence use only.

### **Virtual Technical Logistics**

- Due to Covid restriction, we use Zoom video conferencing and waiting room between presenters
- Be ready to share your screen and present your slides and video. As a backup, we will pre-load all your presentations for smooth company transition and video streaming.
- Please email your PowerPoint presentation **1 business day** before.

### **General Recommendations**

- Presentation – A product demo can be immensely powerful, but it needs to be in the context of the business solution to solve a defined pain point. Pace yourself. Investors want to understand the ROI and your business model, not just your product. Tag team with other key founders to validate the market needs.
- Q&A Segments – Please answer succinctly and directly. Unless necessary, avoid expansive answers. The Q&A time is limited, and you want as many people as possible to ask questions. Concise answers are viewed favorably.
- Presentation at the Screening Committee Meeting is free of charge and we encourage multiple members of the management team to attend and present together. Expect 20 to 40 members.
- If in person, we will provide a light dinner for your presenting team
- We will try to email you our raw feedback within 1 week.
- In person location: Wilson Sonsini, 650 Page Mill Road, Palo Alto, CA

### **Screening Committee Meeting**

- Please arrive at least 10 minutes prior to your designated time slot. We will let you inside our zoom waiting room.
- Virtual start times are **5:00pm PT, 5:30pm, 6:15pm and 7:00pm**. Each time slot must accommodate setup, presentation, Q&A, and an internal HTC-only discussion.
- Plan a **15-minute** presentation. This will be timed. We avoid interruptions and questions.
- The Q&A session is 5 – 10 minutes, followed by a brief internal HTC-only discussion.
- We will contact you within a week regarding the results and next steps.
- We rate companies on a 1-10 scale and will share with you our ratings and internal notes as constructive feedback or as the start of our due diligence process
- For more details, check our [HealthTech Capital website](#)

### **Due Diligence (DD) Meeting**

- At the end of the screening, coaches will be assigned to selected DD deals. They will set up follow on meetings in person or via web video.

## **HealthTech Capital Slide Deck Guidelines**

Your first or last slide should contain your contact information. No later than Slide #2, your audience should know what your company does (at a high level). In some cases, a tag line on the cover slide can be enough. The following topics are usually covered with various depth (details are suggestions). Arrange the order and the depth to best fit your company. You can use backups slides to cover all those areas during Q&A, as needed.

1. Who: Founders; Key Management; Key Advisors?
2. Problem: What is it and why is it a major pain point for the customer?
3. Solution: Your product/service, why this is a “must have” for your customers, product status, time to market. Demonstration of the product if appropriate.
4. Market: Size of space, your expected share and timeline.
5. Customers: Who makes the buying decision? What is your sales strategy? Who are your early adopters? What is your expected sales cycle and what are your customer acquisition costs?
6. Technology/Barriers: What is your core technology? Why is it unique? barriers to entry? Patents? Switching costs?
7. Competition: What is the current and anticipated competition? How are you different?
8. Regulatory/Reimbursement: Any FDA regulatory requirements? Any reimbursement? If so, how much?
9. Business Model: How will you make money and how much will you make? What is the timeline? What does a customer pay for your product/service?
10. Financial Pro Forma: Five-year financials (simplify on one slide). Include revenue, units (customers or number of products), COGS, sales & marketing, net income, gross margin, and cash balance.
11. Funding: Funding to date? Prior valuation? Current raise – amount, terms, milestones that will be accomplished. Total amount needed to reach (1) positive cash flow and (2) exit.
12. Exit: Be specific. What are your exit options? If acquisition, who are potential acquirers? What is the history of acquisitions in your space?