

HealthTech Capital: 2019 Presentation Guidelines

Presenting Companies demonstrate professionalism when they arrive promptly, deliver a concise presentation, and finish on time. Members will notice. We do video stream to our members only who are not physically present. We do NOT record your presentation and comments.

Technical Logistics

- A WiFi Internet connection, projector, and PC laptop with MS PowerPoint will be available
- Ideally, we will pre-load all your presentations for smooth company transition and video streaming. As back up bring your computer. Mac users – be sure to bring a video adapter plug
- Please email your PowerPoint presentation **1 business day** before AND Bring it on a USB memory stick

General Recommendations

- Presentation – A product demo can be very 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 12 to 30 members.
- We will provide a light dinner for your presenting team
- Your presentation will be video streamed to our members outside the valley, but we will not record it.
- We will try to email you our raw feedback within 1 week.
- 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.
- Start times are **6:00pm, 6:30pm, 7:15pm and 7:45pm**. Each time slot must accommodate setup, presentation, Q&A, and an internal HTC-only discussion. Certain month, we may have a 4th company at 6:15pm
- 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 few days regarding the results and next steps.

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 sufficient. The following topics are critical (details are suggestions). Arrange the order to best fit your company.

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? What barriers to entry can you erect against competitors? 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 slide). Include revenue, units (customers or number of products), COGS, sales & marketing, net income, gross margin, and cash balance.
11. Funding: Funding to date and from whom. Amount from founders. 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?