



ENTREPRENEUR SLIDE PRESENTATION SAMPLE

Company : Happy Veterinary Product Co.
Person in Charge : J. Smith
Designation : CEO

Executive Summary

Objective :

We are seeking first round funding in the amount of RM150,000 for staffing purposes, and hardware equipment. We are also seeking second round funding in the amount of RM2 million for developing B2B Web-based applications. Projected revenues for 2000 to 2002 are \$1 million, \$1.5 million, and \$2 million, respectively.

Company :

Happy Veterinary Product is a company devoted to manufacturing and exporting veterinary products and pharmaceuticals. Backed by more than 17 years of experience in the market, we have achieved technical and creative development oriented to meet the animal health care requirements of producers and veterinarians.

Product / Service :

Acrylic Pin External Fixation (APEF) Systems

Technology

Product :

APEF Systems

Acrylic Pin External Fixation, the APEF System, offers flexible and moldable acrylic columns with use of stainless steel positive profile fixation pins. The APEF Systems apply well to mandibular fractures, tibial fractures, long bone fractures, and fractures related to avian, exotic, feline and canine animals.

Value Proposition :

Product Benefits

- ✓ Reduced cycle time with equal effectiveness
- ✓ More rugged design and longer life
- ✓ Lower cost than competing products

Market

Initial target market - veterinary market

Current market size

- ✓ RM115 million annually growing at 3% per year
- ✓ 46,000 units, average price of \$2,500, range from \$1,000 to \$7,500
- ✓ Lower end (\$1,000 to \$2,500) growing at 5-6% annually

Customers

- ✓ Veterinary practices with annual revenues of less than \$1 million
- ✓ Individual veterinarians
- ✓ Initially targeting customers in the middle Atlantic, 43% of overall market

Other Market Characteristics

- ✓ Market is well established and mature
- ✓ Existing products designs are 20+ years old
- ✓ Four largest competitors hold 65% of the market
- ✓ Remaining 35% is divided among 10 firms, none of which have more than \$4 million in annual sales

Competitors

Company	Product	Revenue	Strength	Weaknesses
ABC Equipment	VT1700 Series	RM15 million vet product only	Distribution network and financial resources	Aging technology and high overhead
AHE Systems	Steri Steam	RM3.8 million	Unique product features	Low product reliability

Sustainable competitive advantages

- ✓ Low manufacturing costs
- ✓ Patented technology
- ✓ Other patent opportunities pending
- ✓ Pending exclusive 3-year agreement with leading vet products distributor

Sales and Distribution

Marketing Strategy

- ✓ Veterinary product trade shows
- ✓ Advertising in major veterinary trade magazines
- ✓ Direct mail

Sales and Distribution Channels

- ✓ Catalogues, Vet Helper, Veterinarian Surgical Products
- ✓ Regional distributors, in negotiations with leading vet products distributor for Pennsylvania and New Jersey

Management

Management Team

- ✓ J. Smith, CEO – 20 years experience in veterinary products marketing and sales. Introduced products and increased sales and market share
- ✓ D. Jones, CTO – 7 years engineering and product development experience

Board of Advisors

- ✓ K. Talley – former CEO of national medical products distributor
- ✓ H. Munoz – professor of mechanical engineering at State University
- ✓ J. Ying – practicing veterinarian

Key Professional Service Providers

- ✓ B. Goldenberg – accounting
- ✓ L. Gordon – intellectual property

Financial

	1997 Actual	1998 Actual	1999	2000	2001
Revenue					
Cost of Sales					
Gross Margin					
EBIT					
Shares that company own					
Shares give to investors					

Exit Strategy

The owners of Happy Veterinary Product Co. will exit this endeavor after they have created a flourishing business that could be sold for a substantial profit and/or as a franchise that could serve rural communities across the country. It is the owners' intention to run this business until they are ready to retire or have decided to sell the business and start another.

In the event the proposed plan is not successful the owners will implement necessary measures to exit the business endeavor with minimal damage to the owners and investors. All equipment and merchandise will be sold to cover any outstanding debts. Any remaining debt will be paid by the owners in the form of monthly payments until all debts are paid in full. Definitions of "successful" and time limits for achieving milestones have been included in the owners' partnership agreement.

Exit Strategy

The success of the business will be monitored monthly in the first year and quarterly in subsequent years. The owners are aware that it usually takes new businesses three years to start turning a profit and that the business could operate at a loss during that time. The owners will keep this in mind when evaluating the state of the business, and make adjustments when possible to keep the business running with a positive cash flow.

Acceptable loss has been determined; if the business exceeds this amount and is unable to compensate the owners, we will begin the the process of closing the business and paying back debt.

THANK YOU

Any enquiries, kindly contact us at

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