



**DEER ISLE**  
— GROUP, LLC —

Innovative Capital Solutions & Growth Strategies

## **Pitch Deck Template Company**

**Suggestions and Tips Herein Are For Informational Purposes Only  
And Should Not Be Considered Legal Advice**

April 2019





# Include a Disclaimer

The information presented herein is strictly confidential and is being provided to you by Deer Isle Group, LLC, or one of its affiliates, Deer Isle Capital, LLC or Deer Isle Financial, LLC, (the "Provider") for information purposes only. Neither the Provider nor any of its affiliates, nor any of the Companies' and/or Funds or their respective affiliates' directors, officers, managers, employees or representatives (the "Provider Parties") makes any representation or warranty, express or implied, with respect to any of the material or information contained herein. None of the Provider Parties shall assume or otherwise have any responsibility or any liability whatsoever to you or any of your affiliates, or any of your or your affiliates' respective directors, officers, managers, employees or representatives resulting from the use of the information and material contained herein.

As a highly confidential and proprietary transaction and/or investment ("Investment") under no circumstances, should you contact the targets, or their affiliated advisors, representatives or owners, without written approval from the Provider. Information provided here is supplied in good faith based on information believed, but is not guaranteed, to be accurate or complete. The Investment described in this presentation is an exclusive and proprietary opportunity of the Provider, who is under a contractual obligation of confidentiality with respect to the information and material contained herein. The Provider Parties are and at all times will remain the sole owners of the material and/or information contained herein. Except as required by law or regulation, you may not directly or indirectly publish, disseminate or otherwise disclose, deliver or make available to any person (other than those of your directors, officers, managers, employees or representatives who have a need to know the information for the purpose of evaluating an Investment between you and the Provider Parties as contemplated by this presentation), any of the material or information contained herein without the prior written consent of the Provider Parties.

This information does not constitute an offer to sell or a solicitation of an offer to buy which can only be made to qualified investors pursuant to and as described in a confidential subscription document. In considering any prior, pro forma performance, portfolio composition or track record information contained herein, prospective investors should bear in mind that past performance is not indicative of future results. There can be no assurance that the Investment will achieve comparable results or that objectives will be achieved. Investments are speculative, involve a high degree of risk and performance can be volatile. An investor could lose all or a substantial amount of their Investment. Past performance does not guarantee future results; current performance may be lower or higher than performance quoted.



# Important Disclosures

All numbers and assertions from 3<sup>rd</sup> parties should be fully footnoted with source, date, and title of source, link to source.

All calculations should be fully explained in footnotes so that an investor can easily replicate the calculation and an offer must be made to fully disclose any models on which the numbers might be based.

Should have a broad disclaimer that states that offering of securities is only done pursuant to offering documentation, the presentation is not offering documentation and past results do not represent future results.

Need to avoid any superlatives (ie: “best”, “is”, etc) and any promises (“will”, “promise”, etc)

**THIS DOCUMENT AND PAGE SHOULD NOT BE CONSIDERED LEGAL OR REGULATORY ADVICE.**

**CONTACT YOUR LEGAL COUNSEL FOR LEGAL AND REGULATORY ADVICE IN ORDER TO ENSURE ADHERANCE TO LEGAL & REGULATORY REQUIREMENTS FOR INFORMATION DISCLOSURES, DISCLAIMERS AND FOOTNOTES**



# Sample Agenda

Vision Statement / Summary Sales Points

Problem / Market Opportunity

Solution / Growth Opportunity

Competitive Analysis / Advantage / Business Validation

Investment Opp / Process / Attractive Characteristics / Why Now?

Pipeline / Case Studies / Traction

Concrete Plan / Operations / Traction

Financials: Track Record / Projections / Assumptions

Team Biographies

Summary Terms & Conditions / Current Capital Info / Use of Funds

Appendix: Footnotes to Numbers, Financials, Returns, Data, etc



# Summary

Vision and key selling points / Value proposition

Elevator pitch

Brief commentary (to the extent relevant):

- Company Graphics
- History
- Current markets / Macro
- Return Outlook

EXAMPLE:

## Feta-Burgers - Next Big Burger Trend

Feta-Burgers - Potential \$250B+<sup>1</sup> market

Aim to obtain 3% market share over next 5 years which would increase our current business by 10x.

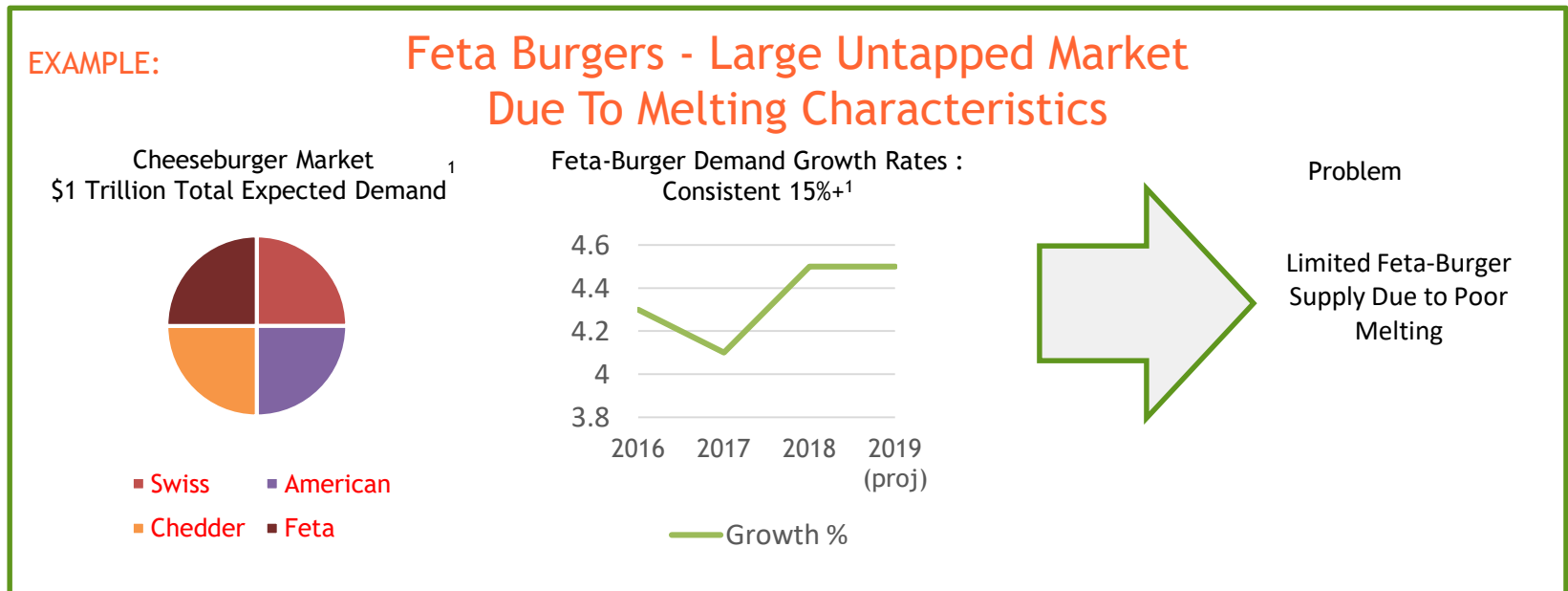
Premium pricing and same cost as non-Feta Cheeseburgers presenting a compelling investment opportunity





# Problem / Market Opportunity

- Clearly state problem or opportunity that the company is trying to Leverage / Solve / Achieve
- Convey importance and size of Total Addressable Market / Served Available Market / Your Share of Market
- Include any macro supporting data that demonstrates that market opportunity is potentially growing or your ability to penetrate the market has growth potential
- Calculate your impact on the market so that financial model growth prospects can be supported
- Use Graphics / Tables / Charts / Cartoons / Etc when possible





# Solution / Growth Opportunities

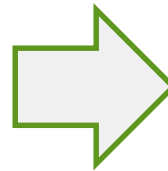
- Clarify new market vision (if it applies) ie: Disruption or Technology
- Compare Company Solutions / Growth Opportunities to Problem / Market Opportunities
- Ensure that the Solutions / Growth Opportunities clearly create an understandable path to achieving growth
- Provide tangible cases
- Use Graphics / Tables / Charts / Cartoons / Etc when possible

EXAMPLE:

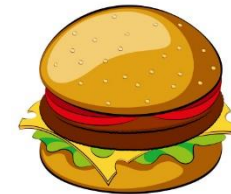
## Feta Burger Melting (“FBM”) Tech Improves Taste Tests



**Company Solution:**  
Feta Melting  
Technology  
“FBM”



85%<sup>2</sup> of Test Market  
Preferred Feta Burgers  
Made By Tech



Company seeks to obtain  
3% Feta Burger market  
share within 5 Years

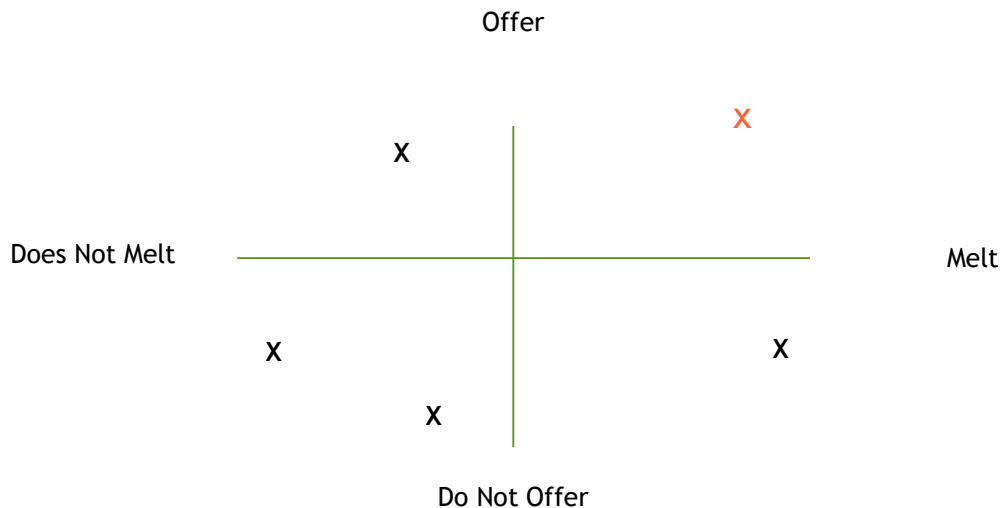


# Competitive Analysis / Advantage / Business Validation

- Convey competition and your relative Strengths / Competitive advantages
- Understand and articulate your positioning - usually competing on Technology / Price / Speed / Convenience / Unique location / Superior quality / Etc
- Similar companies validate your business
- First Mover advantage / Second or later advantages?
- Often done graphically

EXAMPLE:

## FBM Enables Efficient Feta Usage & Improves Eating Experience







# Investment Opp / Process / Attractive Characteristics / Why Now?

- Highlight attractive investment characteristics
- Define Process / Development Stage / Improvement / Roll-Out Roadmap / Customer Adaption
- Focus on those characteristics that make it competitive and help convey that there is Demand / Usage
- Describe any unique process, features or patents: Form / Functionality / Architecture / Intellectual property Pictures / Diagrams / Flow charts / Historical information / Etc that give sense of development roadmap

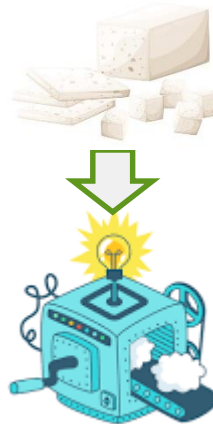
## EXAMPLE:

### Increase In Feta Burger Sales Upon Installation Tech Easy to Install/Maintain

#### Why Now?

- Tested Technology that enables Feta Cheese to Melt like Cheddar Cheese
- Millennials like to eat non-traditional burgers

All the Feta Taste  
Without the Mess - Love  
it!!  
Happy Customer



Technology modifies pizza oven  
Technology is tested, easy to use  
and inexpensive to launch

Installed in 1 Burger Joint in  
Plainville:

Sales of Feta-Burgers Crossed  
**\$10k<sup>2</sup>** per week within 2  
months of Introduction



# Pipeline / Case Studies / Traction

Concrete pipeline or case study information including

- Type / Description
- Sourcing
- Clients / Expected Revenue / Size / Returns and how they compare to past
- Number
- Agreements / Memorandum of Understanding / Off-Take Agreements

Concrete current traction information: Number / (Recurring) Revenues / Types / etc

**EXAMPLE:**

## Robust Growth Plans Support FBM Tech

Burger Joint Location	Current Cheeseburger Sales Per Year	Expected Feta-Burger Sales Per Year	Timeframe	Traction
Location 1	\$1,000,000	\$250,000	Currently Operating	Selling \$10,000 Feta-Burgers per week
Location 2	\$1,500,000	\$375,000	3 Months	Purchased Equipment
Location 3	\$1,500,000	\$375,000	4 Months	Ordered Equipment
Total		1,000,000	4 Months	



# Concrete Plan / Operations / Exit

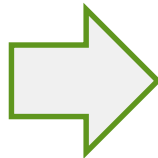
- Implementation plan / hit investor return targets (short term / long term)
- Adoption strategy / Timeframe to achieve / Lifetime value of a customer / Acquisition Cost
- Resources required to achieve plans / Provide network virtuous cycle analysis if applicable
- Articulate scalability and leverage of technology, IP, etc
- Exit strategy

EXAMPLE:

Incremental Revenue Implies a Pro Forma  
25% IRR on Invested Capital for Each Location<sup>2</sup>



Currently:  
2 Locations



Grow to 15 over 5 Yrs:  
Target 3% of Market &  
10x Revenue growth



EXIT:  
Sale to Burger Chain



# Financials: Historical / Projections / Assumptions

**Well-developed, tangible and supported assumptions are critical** / Anyone can build a model - its much harder to have rigorously supported financials/assumptions so an investor has investment decision information

Venture Capital wants to see aggressive growth (10x) over a 5 year period in a big market

Track Record, if available, as precise as possible

Financials (Proforma and Projections) should build an easy to understand summary including potential return

Ensure that model uses assumptions in a dynamic manner so that assumptions can be changed/tested

Return potential should build off Historical / Peer / Market analysis / Case Study (ie: supportable information)

- Metrics: Revenue multiple / P/E ratio / Investment returns / Net income / EBITDA / Gross Profit / Etc)

## EXAMPLE: Scaling Produces Attractive Risk Adjusted Returns

Assumptions <sup>3</sup>	
Burgers Sold Per Year	100,000
Feta Burgers (%)	25
Feta Burgers Sold Per Year	25,000
Incremental Revenue Per Feta Burger	1.50
Incremental Cost Per Feta Burger	0
Investment for Equipment	\$5,000
Exit Net Income Multiple	5

Projections <sup>3</sup>		
	Year 1	Year 2
Incremental Revenue	\$37,500	\$37,500
Incremental Cost	\$ 0.0	\$ 0.0
Incremental Net Income	\$37,500	\$37,500
Exit Valuation		187,000
Investor IRR		1,035%



# Team Biographies

Executive Management / Founder

Advisors

Board of Directors

Key decision makers

Controlling shareholders

Alignment of interests

Track Record Details - Especially financial return track record

EXAMPLE:

## Team Track Record Building Burger Joints

Ham Burgerlur	CEO/Founder	<p>Mr. Burgerlur has an extensive background in Cheeseburgers and he is now applying this expertise to Feta-Burgers. He has developed the melting technology over the last 2 years and has been testing it in one of his Burger Joints. He has grown his current company to 25 Burger Joints with over \$50,000,000 in revenue.</p> <p>Previously Mr. Burgerlur worked at Burger Private Equity Fund where he was responsible for investing in 4 burger companies.</p>		
		Yr -3	Yr -2	Yr -1
Burger Joint Revenues <sup>3</sup>		\$20,000,000	\$40,000,000	\$50,000,000





# Summary Terms & Conditions / Current Capital Info / Use of Funds

Summary of previous capital raised / Cap table (current ownership)

Outline of current capital raise - Terms and Conditions

- Size / Type
- Type / Structure
- Tax Implications (if any)

Concrete use of funds

EXAMPLE:

## Summary Terms Funds Used for Growth

Terms	Conditions
Size	100
Type	Preferred Stock
Preferred Dividend	5% Pay In Kind
Board Seat	3 Largest Investors
ETC	

Use Of Funds	Amount(%)
Purchase Melting Machines	15
Train Employees	15
Educate Consumers	30
Down payment/new location	30
Reserves	10
Total	100

Current  
Ownership



- Management
- Employees
- Private Equity

# Appendix

---



# Footnotes

All numbers and projections should have complete footnotes that enable an investor to understand how the numbers were calculated. It's best if footnotes are clear and concise

All track record information should be footnoted with an explanation as to what the track record refers and how it was calculated

## Example:

- 1) Burger Joints of America, Feb 2019, “Cheeseburger Growth Projections”, [www.burgerjoints.com/cheeseburger](http://www.burgerjoints.com/cheeseburger)
- 2) Revenues and Expenses are obtained from Company internal sources on Feb 4, 2019 and supporting information and models for pro forma data is available upon request.
- 3) Track Record is as of Dec 31, 2018. All unrealized returns have been audited by Audit Accountants and represent current market value of each investment. Realized returns represent realized exits including all distributions. Additional information is available upon request.



# Contact Us For Your Capital Raise

Deer Isle Group, LLC  
Tel: 212-488-0555  
Email: [info@deerislegroup.com](mailto:info@deerislegroup.com)  
2 West 46<sup>th</sup> Street  
Suite 402  
New York, NY 10036

## About Deer Isle Group:

Deer Isle Group (“Deer Isle”) with its subsidiaries, Deer Isle Capital, a registered broker/dealer, and Deer Isle Financial, is a differentiated investment bank that provides “as needed” financial/strategy and closing advisory as well as proprietary technology solutions that give curated (the right investors for your capital raise) access to 10,000+ institutional investors. Our business is built upon providing investors and capital seekers/issuers the right tools in order to ensure a transparent, smooth and efficient capital solution. Our strength in these factors has helped drive our proven execution capabilities.

Deer Isle’s successful track record includes having raised over \$5 billion in private placement capital since our founding in 2007.