



**DEER ISLE**  
— GROUP, LLC —

Innovative Capital Solutions & Growth Strategies

## **Pitch Deck Template Fund**

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

April 2019



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# Important Disclosures

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

All calculations must 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.

Must 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.**

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# Sample Agenda

Vision Statement / Summary Sales Points

Problem / Market Opportunity / Macro Analysis / Market Size

Solution / Growth Opportunity

Competitive Analysis / Advantage

Investment Opp / Process / Attractive Characteristics / Why Now?

Pipeline / Case Studies / Traction / Sourcing

Operations / Risk Management

Track Record

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 / Financials
- Product
- Current markets / Macro

**EXAMPLE:**

## FAST FOOD FUND II: ADDRESSING CHANGING HEALTH TRENDS

Fast Food Fund II aims to take advantage of evolving fast food industry positioning to focus on health trends and technologies that improve efficiencies/create better experiences.

The Team successfully invested Fast Food Fund I and have obtained 22% unrealized and realized net returns

Currently have a robust pipeline of companies which address this problem and present an attractive investment opportunity.



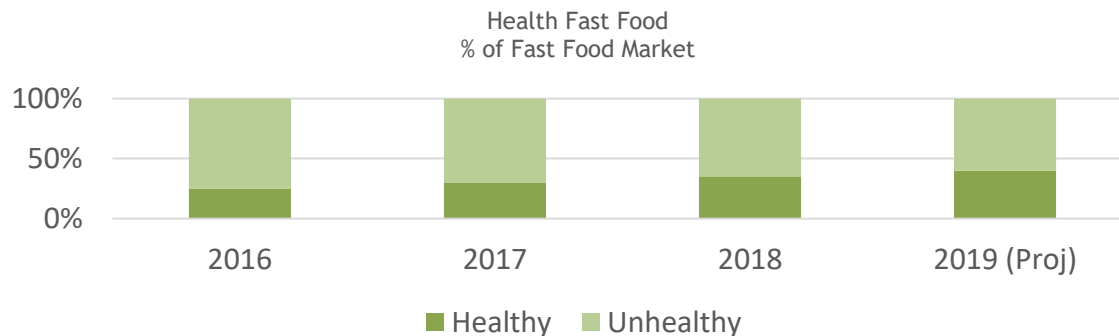


# Problem / Market Opportunity

- Clearly, concisely state problem or opportunity that the company is trying to Leverage / Solve / Achieve
- Support statement with concrete data and examples to make the problem/opportunity fully understandable
- Ensure that Problem / Opportunity indicates that there is room for investment opportunity
- Ensure that Problem / Opportunity is concrete enough to demonstrate path to investor returns
- Use Graphics / Tables / Charts / Cartoons / Etc when possible

EXAMPLE:

## FAST FOOD \$1 TRILLION MARKET<sup>1</sup> HEALTHY FAST FOOD GROWING AT 30%<sup>1</sup>



80% of Millennials<sup>1</sup> desire healthy food and are avoiding Fast Food.



# Solution / Growth Opportunities

Clarify new market vision (if it applies) ie: Disruption / Technology

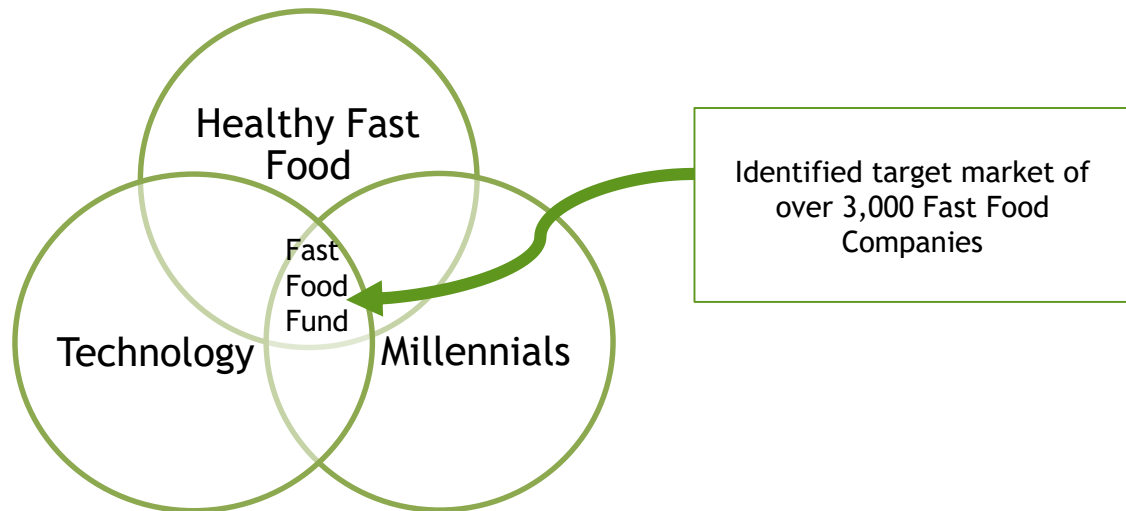
Compare Company Solutions / Growth Opportunities to Problem / Market Opportunities

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.

**FUND FOCUS:**  
**LARGE MARKET POTENTIAL: OVER 3,000 COMPANIES**





# Competitive Analysis / Advantage

Convey competition and your relative Strengths / Competitive advantages

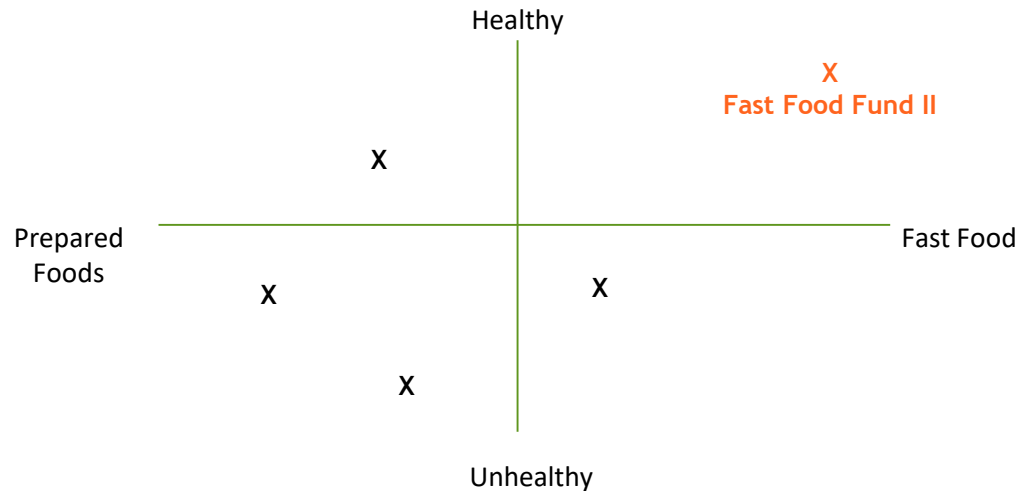
Understand and articulate your positioning - Usually competing on position, definition of market sector, geographic focus, team, track record, Etc

First Mover advantage / Second or later advantages?

Often done graphically

EXAMPLE:

## ATTRACTIVE COMPETITIVE POSITION TEAM EXPERIENCE HARD TO REPLICATE







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

Detailed information on the offering's attractive investment characteristics

Define Process / Convey that there is a rigorous process for protecting investor capital

Focus on those characteristics that make the process competitive

Describe any unique process, features or patents: Functionality / Architecture / Intellectual property

Pictures / Diagrams / Flow charts / Historical information / Etc that give sense of process





# Pipeline / Case Studies / Traction / Sourcing

Concrete pipeline or case study information including

- Type / Description
- Sourcing
- Number
- Agreements / Memorandum of Understanding / Off-Take Agreements

Concrete current traction information: Number / Information on Possible Investments

EXAMPLE:

## ATTRACTIVE PIPELINE COMPANY REVENUE GROWTH IS ABOVE MARKET

Company	Revenues / Yr	Revenue Growth	Stage
Company 1 <sup>2</sup>	\$1,000,000	30%	Draft Term sheet
Company 2 <sup>2</sup>	\$15,00,000	35%	MOU
Company 3 <sup>2</sup>	\$100,000,000	55%	Board Discussions



# Operations / Risk Management

Risk management process

Reduction strategies

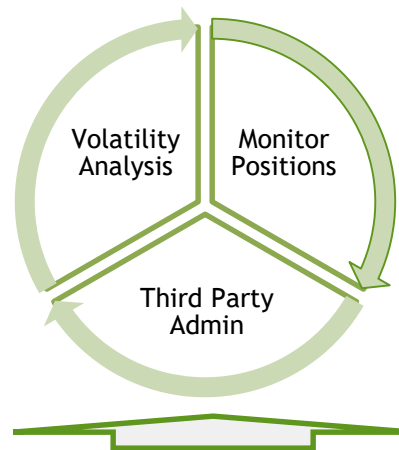
Articulate scalability and leverage of technology, IP, etc

Exit strategy

EXAMPLE:

## STRONG RISK MANAGEMENT INVESTMENTS ARE MADE WHEN CLEAR EXIT STRATEGY

Portfolio Construction  
Focuses on Correlation  
Analysis



Downside protection  
enhanced by active  
management

Risk Control / Independent Reporting



# Track Record

Track Record as precise and relevant as possible (3<sup>rd</sup> party verification is gold standard)

Financials (Historical / Proforma / Projections) build an understandable summary including potential return

**Well-developed, tangible and supported assumptions are critical to any projected returns/** Anyone can build a model - its much harder to have rigorously supported financials/assumptions giving crucial investment decision information

EXAMPLE:

## HISTORICAL RETURNS DEMONSTRATE EXPERTISE

Audited	Size (MM)	Realized	Unrealized	Jan	Feb	Mar	Apr	May	June ...	Annual Net Returns
Fast Food Fund I - PE (2017) <sup>3</sup>	100	24%	20%							22%
Food Fund - Hedge (2017) <sup>3</sup>	100			+2.0%	-1.5%	+0.05%	+0.35%	-0.25%	+6.5% ...	7.15%



# Team Biographies / Track Record

Executive Management / Founder

Advisors

Board of Directors

Key decision makers

Controlling shareholders

EXAMPLE:

## EXPERIENCED TEAM

Ham Burgerlur<sup>3</sup>

CEO/Founder

Mr. Burgerlur has been investing in Food Funds since 1997 and previously worked at the Food Bank where he was responsible for proprietary investing.

Mr. Burgerlur is on the Fund's investment committee and oversees all investing activities. Mr. Burgerlur is also on the Boards of Healthy Sprouts and Red Berries, two portfolio companies from Food Fund I.



# Summary Terms & Conditions / Current Capital Info

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)

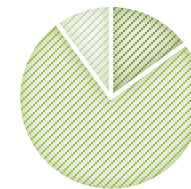
EXAMPLE:

## SUMMARY TERMS & CONDITIONS / CURRENT INVESTORS

Terms	Conditions
Size	100
Type	Private Equity
Management Fees	2%
Performance Fee	20% over 8% Hurdle
ETC	

CURRENT INVESTORS

- Management
- Endowments
- HNW



# Appendix

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# 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) Healthy Foods of America, Feb 2019, “Healthy Fast Food Growth Projections”, [www.healthyfoods.com/fastfood](http://www.healthyfoods.com/fastfood)
- 2) Revenues and Expenses are obtained from Company internal sources on Feb 4, 2019 and supporting information 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

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## About Deer Isle Group:

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