



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



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 3rd 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.

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 / 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.



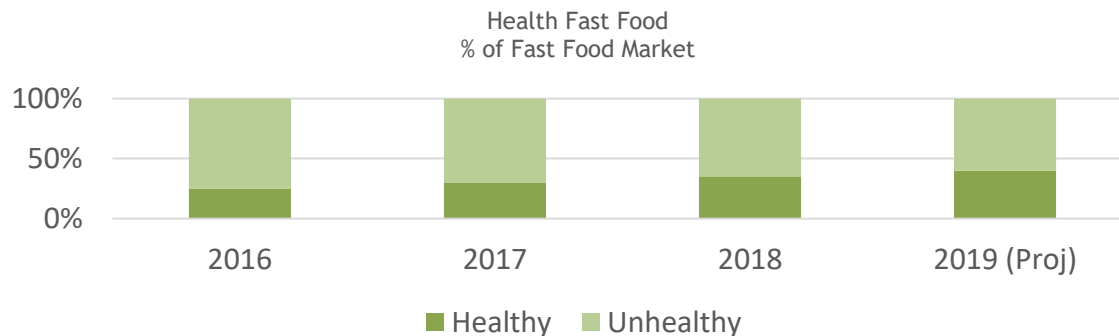


Problem / Market Opportunity

- 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 MARKET¹ HEALTHY FAST FOOD GROWING AT 30%¹



80% of Millennials¹ desire healthy food and are avoiding Fast Food.



Solution / Growth Opportunities

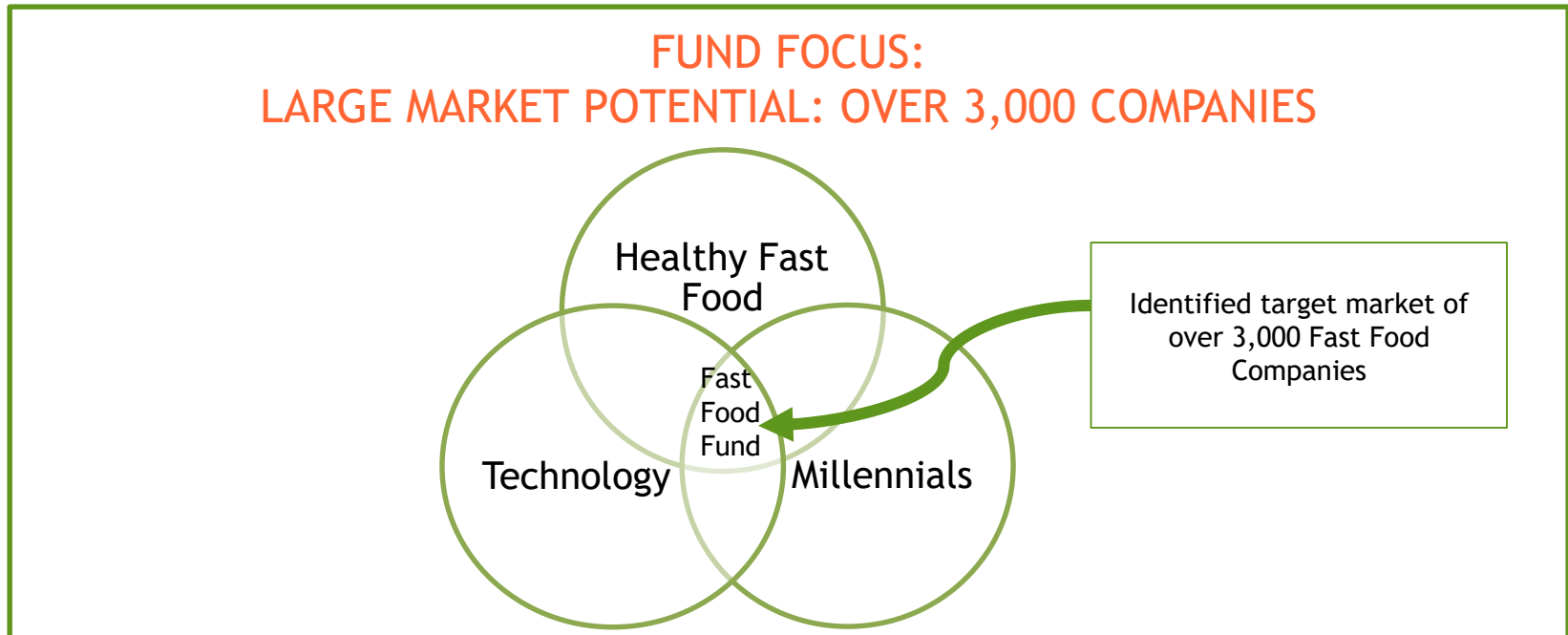
Clarify new market vision (if it applies) ie: Disruption / Technology

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.





Competitive Analysis / Advantage

Convey competition and your relative Strengths / Competitive advantages

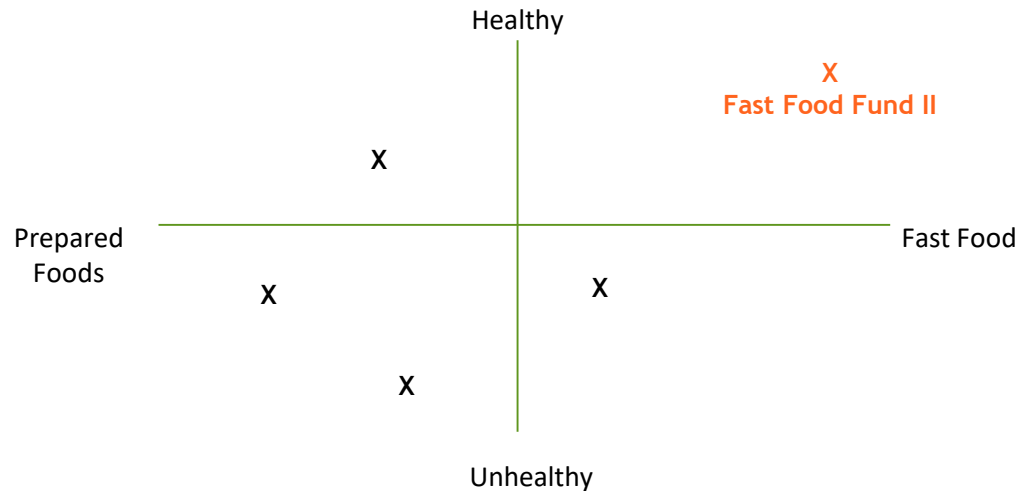
Understand and articulate your positioning - Usually competing on position, definition of market sector, geographic focus, team, track record, Etc

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

EXAMPLE:

RIGOROUS DUE DILIGENCE PROCESS USE TOP CHEFS TO VET FOOD QUALITY/TASTE





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 ²	\$1,000,000	30%	Draft Term sheet
Company 2 ²	\$15,00,000	35%	MOU
Company 3 ²	\$100,000,000	55%	Board Discussions



Operations / Risk Management

Risk management process

Reduction strategies

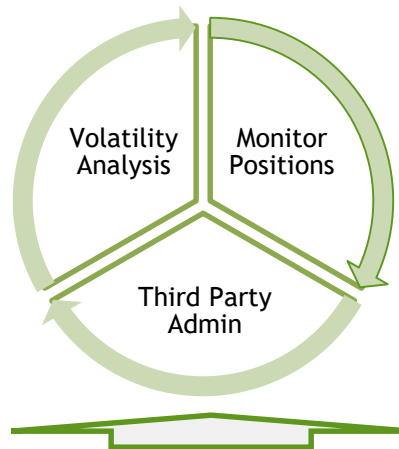
Articulate scalability and leverage of technology, IP, etc

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 (3rd 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) ³	100	24%	20%							22%
Food Fund - Hedge (2017) ³	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 Burgerlur³

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)

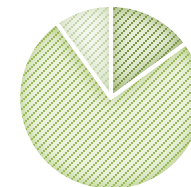
EXAMPLE:

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



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
- 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

Deer Isle Group, LLC
Tel: 212-488-0555
Email: info@deerislegroup.com
2 West 46th 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 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.