

**Pitch the way VCs think**  
presenting powerpoint with emotion...

# O Start: Everything you want to say

## Reasons to Invest

### Data/Technology

- First provider of video
- Low-cost gizmos enable locations to be monitored on a weekly basis, impossible with current technology
- Will be able to image anywhere within 90 minutes, no capability exists to do so in less than a day
- Will be able to downlink imagery every two weeks, nearly 10x competitors of today
- Business intelligence will lead a transition from mapping to monitoring
- Exponential increase in customer base
- Can launch latest advanced commercial electronics into space 5x faster than competitors
- Designed world's highest performance gizmo with data costs less than 1/20 that of competitors
- Developed proprietary designs for world's lowest cost gizmo system

### Business

- High barrier to entry for potential competitors (technology, regulatory, capex, specialized experience)
- A \$4.5M gizmo has the capacity to generate \$60M+ in revenue over its 2 year lifetime

### Initial market

- Currently a \$1.5B+ addressable market
- Today's two providers operate at software-like gross margins
- Positive response from lead customers with deep pockets (Google, Microsoft, oil & gas sector)
- Will be cash flow positive off first gizmo(2013)

### Huge potential market

- Today, X is a \$1.5B market, Y is a \$3B market, and Z is a \$6-8B market, Gizmo will revolutionize all 3
- Automate monitoring of land, vehicles, infrastructure & facilities (billions of dollars annually)
- Market research reports have consistent potential for gizmo to be a \$10B industry

### Team

- Gizmo team among world experts in microsatellite technology
- Unique combination of silicon valley start-up experience with strong Stanford ties

## Reasons to NOT invest (risks)

- Launch vehicle delay or failure
- 1 fails before 2 year design lifetime
- US Government regulation
- Customer product requirements mandate scope creep & cost increases
- Technology development results in cost increases & delays
- Delay in recruiting remainder of team
- Large information product market fails to materialize
- Anchor customers reduce data budgets
- Actual images fail to meet lead customer requirements
- Competitors match Gizmo's low commercial pricing
- Lower cost monitoring solutions materialize
- Payload supplier can't deliver on time/on budget
- Automated analysis capabilities require more time/effort to implement than anticipated
- US Government commissions similar to Gizmo
- Gizmo security compromised
- Foreign government competes with Gizmo

# 0 Start: Narrow to the 3-5 “takeaways”

## Reasons to Invest

1. \$10m gizmo generates \$60m high margin revenue;  
**(wow!, greed)**
2. Low risk, very low capex approach to rapid & extensive monitoring: **[10X data over competitors]**
3. Proprietary high data rate system = 98% lower data costs; 900% more data **(technical advantage)**
4. Revolutionizing \$1.5 b sensing, \$3b GIS, \$6b BI markets  
**(large existing, huge potential markets)**
5. First gizmo = cash flow positive company **(Easy economics if we get to stage 1 we're there)**

**“Read Fascinate”**

# 0 Start: Plan to address investor fears!

## Reasons to NOT Invest

1. Contingency for delay or failure
2. Gizmo fails before 2 year design lifetime
3. Technology development delays & cost increases
4. Automated analysis technology risks
5. Large information product market fails to materialize

**Read  
“Contingency  
plans”**

## 0 Start: Budget your presentation (20-25 slides)

### Reasons to Invest

1. \$10m gizmo generates \$60m high margin revenue; **(1)**
2. Low risk, very low capex approach to rapid & extensive monitoring: 10X data over competitors **(3)**
3. Proprietary high data rate system = 95% lower data costs; 900% more data **(3)**
4. Revolutionizing \$1.5 sensing, \$3b GIS, \$6b BI markets + new potential **(4)**; Competition **(1)**
5. First gizmo = cash flow positive company **(2)**

## 0 Start: Budget your presentation (20-25 slides)

### Other Information & MESSAGES

1. Risks **(3)** – well planned for contingencies
2. Team **(1)** – very good but “additional needs”
3. Financials **(3)** - upside revenue, reasonable cash flows, capex, low burn rate
4. Others **(1)** – what you deliver with each Series?  
Contingencies?

## 0 Start: Unbudgeted backup

Have a backup slide

for every question you might encounter!

... impressive to know presenter has thought of all the questions

## 0 Start: Rules and tips

1. No clutter: where does the eye go first?
2. Don't go to the edges; don't clutter or mix messages
3. Examine every word, picture, bullet. Is it necessary?
4. Single line "de-worded" uncluttered messages: titles, bullets...
5. How will each slide, be perceived? In 5 seconds?
6. Superlatives don't mean anything. "Show" DON'T "Tell"
7. Start with an agenda and repeat where you are in agenda



## 0 Follow VC's thought process

- a. Mission — what pain does company alleviate
- b. Reasons to invest
- c. Risks and mitigation strategies
- d. Team: how good?
- e. Financials with cash flow: how dangerous?
- f. Appendix: answers to all the critical questions

## 0 Remember (exceptions happen) ....

When Song & Schwarz presented “exercise instructions” in Arial, readers guessed that the exercise would take 8.2 minutes to complete. When presented the identical instructions in Brush Script MT, they guessed it would take 15.1 minutes. Plus they were more willing to incorporate the Arial-presented exercise into their daily routine.

Implication:

If we want people to adopt a new behavior, the instructions don't just need to be semantically clear, they also need to be visually easy to read, otherwise the behavior will seem too demanding

# 0 Consistency

Make all numbers match

Verbal descriptions should be consistent

Details tied through appendix

Consistent P&L

# 1 State the problem clearly:

## Glucose Monitors Today



### ■ Strips

- Type 1 (need 8-10/day; test 2-4/day)
- Type 2 (need 1-2/day; test 2-4/week)
- \$8B spend annually; CAGR 5.3%



### ■ Continuous Monitoring

- reimbursed only for Type 1 (\$5K/yr)
- semi-invasive
- 2-4 strips still required for daily calibration
- Sensors replaced 3 or 7 days
- Medtronic, Dexcom, Abbot (~200M)
- skin infections



Confidential information..

# 1 State the problem clearly: decent

Our Mission - No More Finger Sticks

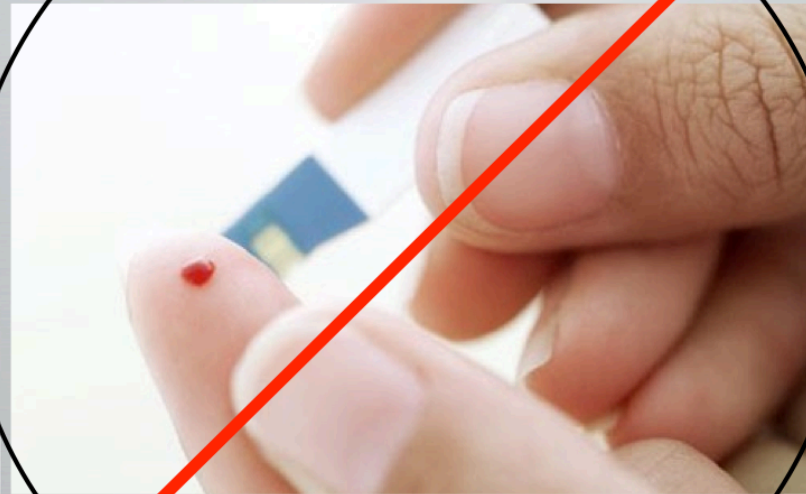
**Convenient, infection-free non-invasive glucose measurement in real-time throughout the day and night**



INSULIN DOSING  
TYPE 1



TYPE 2  
INSULIN/ORAL MEDS



GESTATIONAL  
DIABETES



PERFORMANCE  
ATHLETE

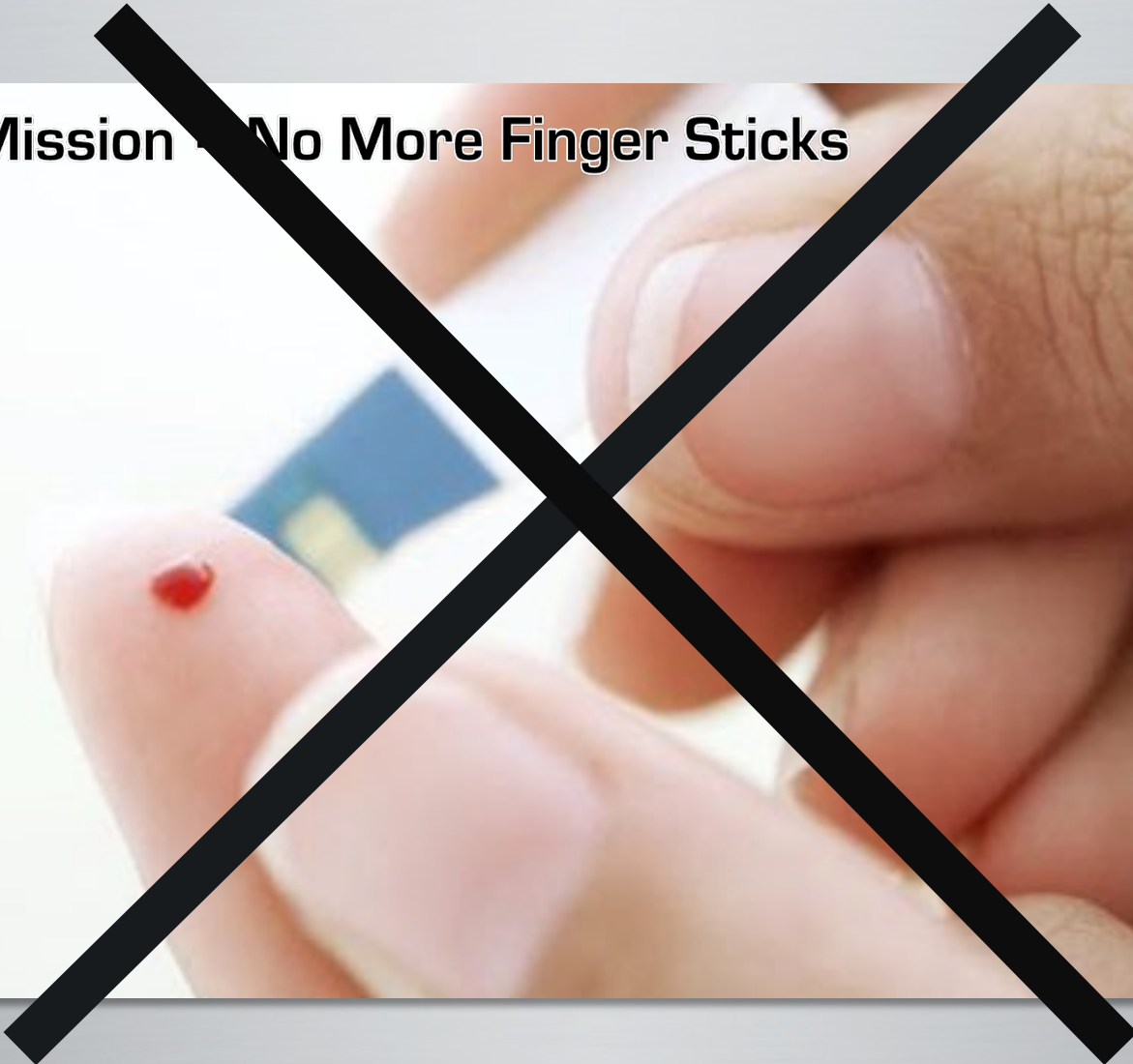


WORRIED  
WELL

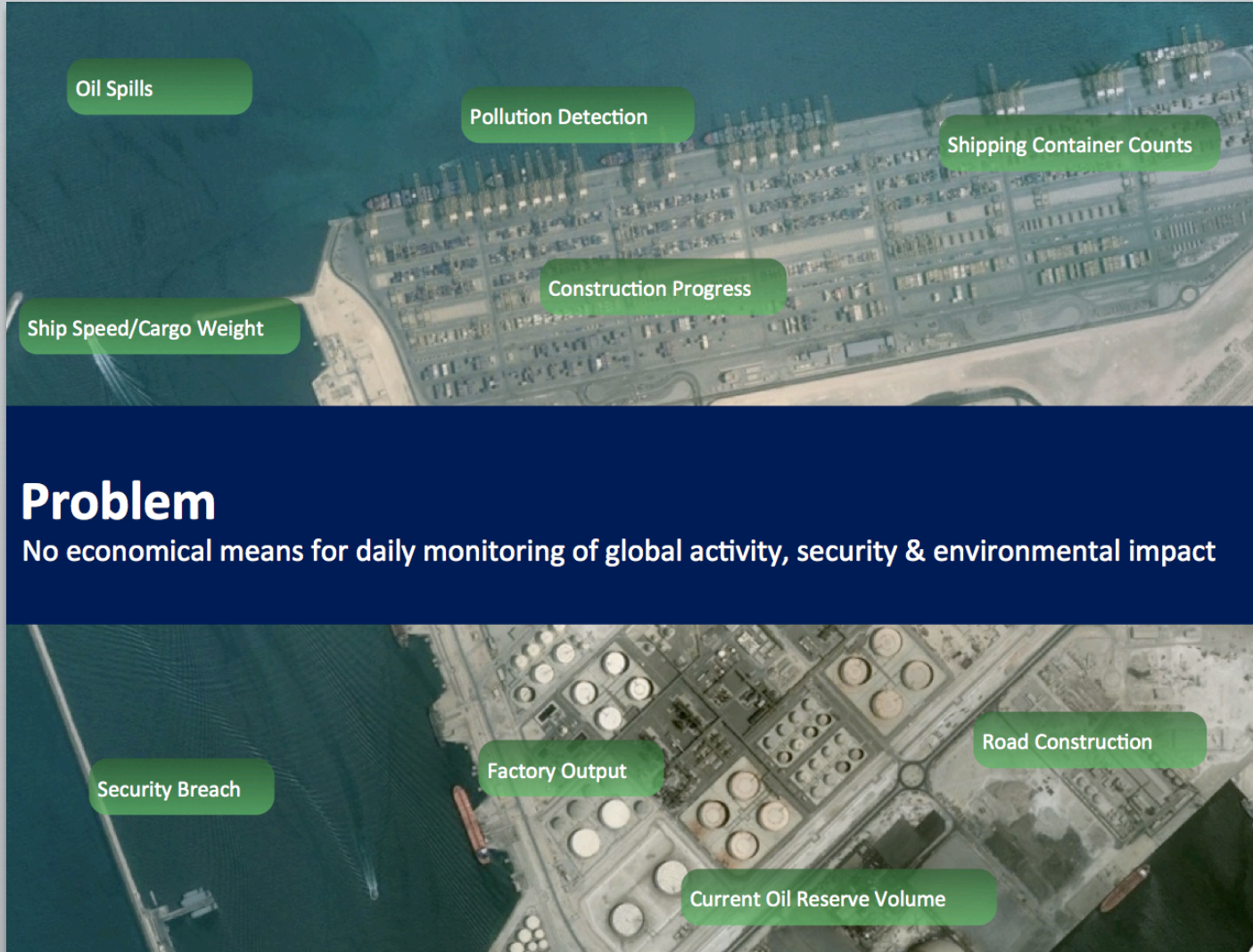
kv summit

# 1 The visceral punch?

**Our Mission - No More Finger Sticks**



# 1 State the problem clearly



## 2 State the reasons to invest upfront

# Ideal Energy Storage

- Dispatchable electricity for \$50 / kWhr and \$500 / kW
- Deployable anywhere
- Emissions-free: No fossil fuels
- Scalable from kilowatts to megawatts
- Store and deliver energy in any form



## 2 State the reasons to invest upfront

### Reasons to invest in Zyomed

Only solution to a critical need for 362M chronic diabetics

Silicon-realizable invention cuts across all glycemic use-cases

Skeptical evaluation team concludes: “shockingly good results”

Team with strong science & area expertise

\$8m to device prototype & science validation in multi-center trials

Easy path to Series C & billion dollar market

## 2 State the reasons to invest upfront

### Reasons to invest in Zyomed



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Technology: Silicon-realizable invention for all glycemic use-cases

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Easy path to Series C & billion dollar market

## 2 State the reasons to invest upfront

Gizmo: \$10m gizmo generates \$60m high margin revenue

Low capex, frequent & extensive earth monitoring: 10X more

Proprietary high rate system = 95% lower data costs; 900% more data

Disrupt \$1.5b sensing, \$3b GIS, \$6b BI markets PLUS massive potential

First gizmo = cash flow positive company

Risk management strategy planned

Team: engineered to address key risks

# 3 One key message per slide



## How?

Logo

	Logo

- \$XX vs. \$XXX,XXX main processor
- Commercial Camera-derived imaging chip vs custom aerospace line scanner

**Company product cost approximately \$XX to build and launch vs \$XX for our competitors**

**With 36 Satellites, Company will be able to:**

# 3 One key "emotional" message per slide

## "Validated" Low-Cost Satellites



Space tested  
video camera

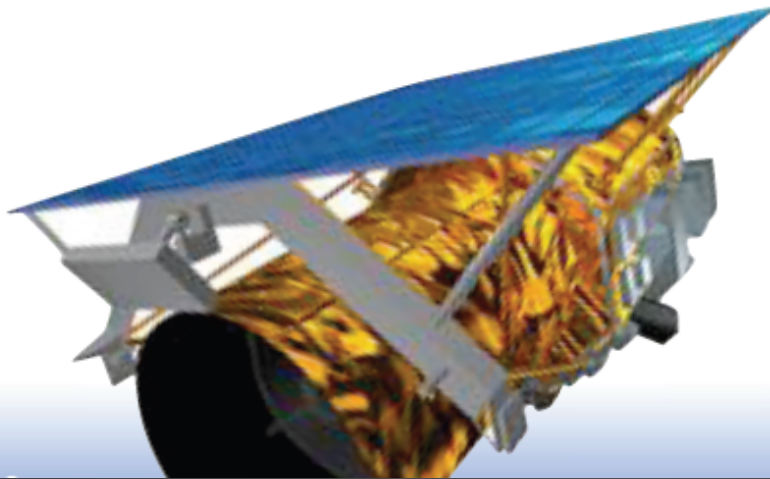
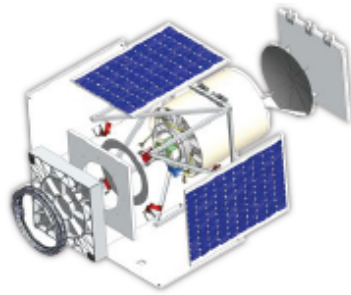
Space tested  
telescope

Commercial  
electronics

# 4 Title is key message

## Satellite Comparison

Logo



	Comp A	Comp B
<b>Weight</b>	XX	XX
<b>Cost</b>		
Satellite Bus	XX	XX
Optical Payload	XX	XX
Launch	XX	XX
Insurance	XX	XX
<b>Total Satellite CapEx</b>	XX	XX

<b>Amortized cost to image Earth's landmass</b>	XX	XX
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## 4 Title is key message

96% lower data cost



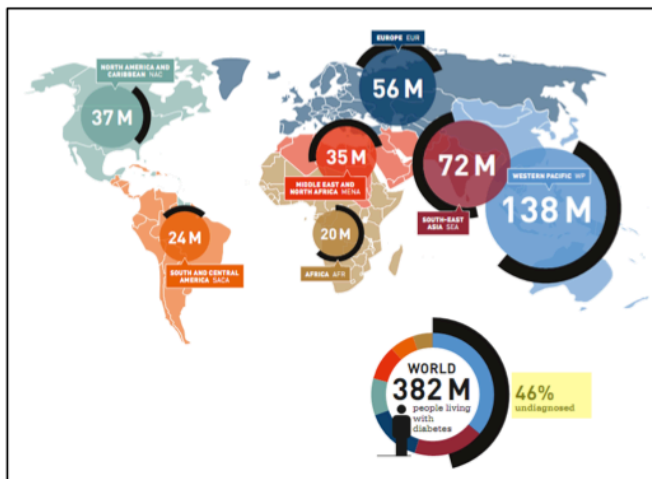
	Company A	Competitors
Revenue/km <sup>2</sup>	\$XX	\$XX
CapEx/km <sup>2</sup>	\$X	\$XX
OpEx/km <sup>2</sup>	\$XX	\$XX
Total Cost/km <sup>2</sup>	\$XX	\$XX

# 4 Title is key message

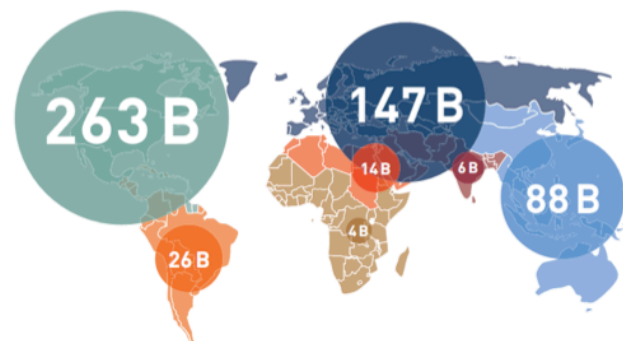
## Diabetes Problem



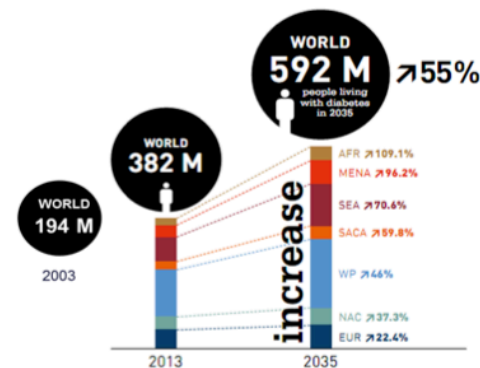
### 2013 Diabetic Population



### 2013 Diabetic Healthcare Expenditure



- Pandemic due to
  - poor diagnosis rates
  - lack of blood glucose control
- \$548B – 2013 US costs for diabetes & related complications



Source: International Diabetes Federation: Diabetes Atlas 2013.

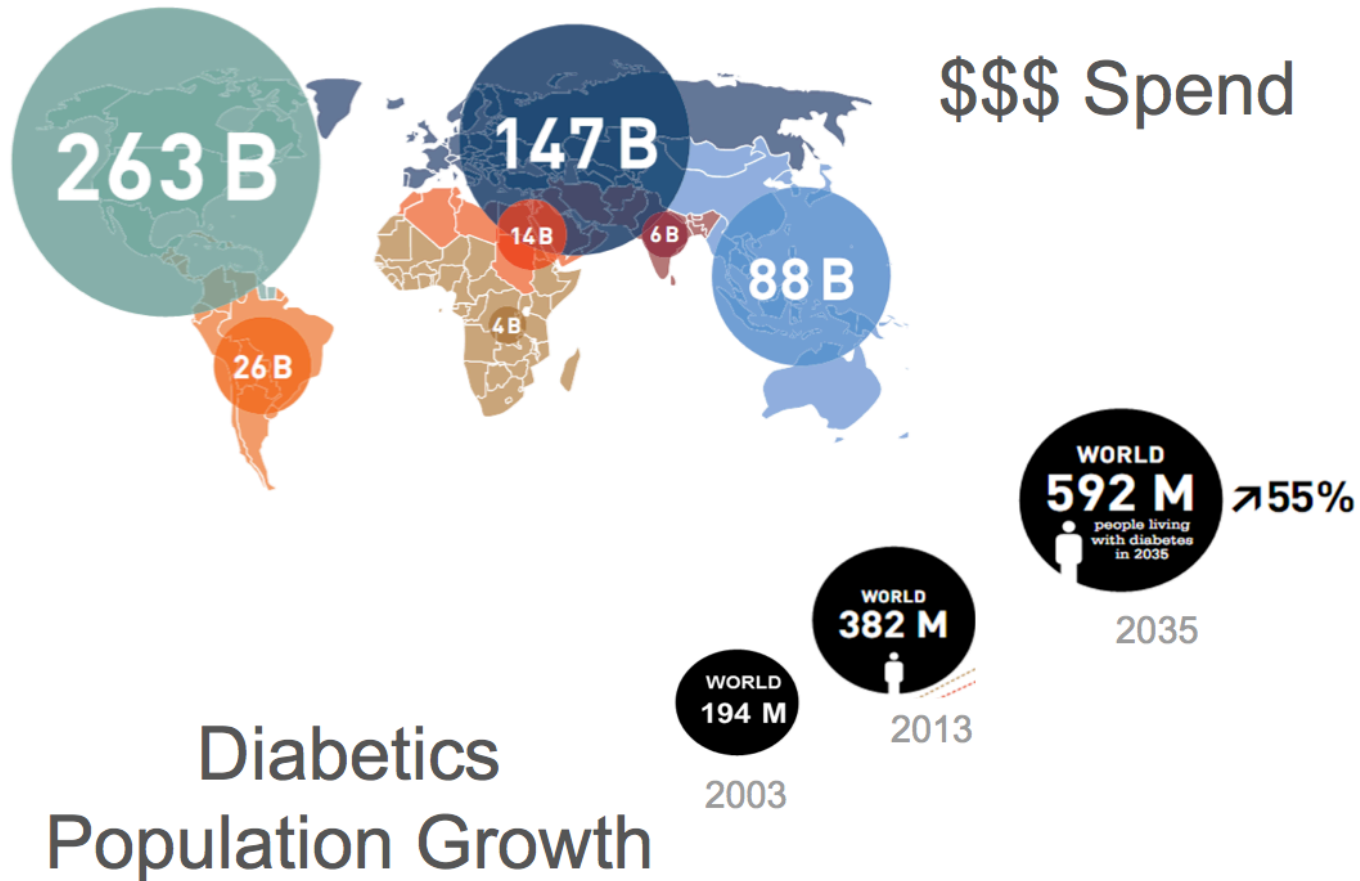


Confidential information..



# 4 Title is key message

Pandemic diabetes growth; massive \$560B spend today!



Source: International Diabetes Federation: Diabetes Atlas 2013.

Confidential |

# 5 De-word! 25 word rule + Single line title rule!

## The production process combines a proven technology with a proprietary catalyst



### BCC process leverages proven fluid catalytic cracking (FCC) technology



- The FCC unit is the most important conversion unit in a refinery
- FCC technology has been in operation in refineries for over 60 years and produces over 50 billion gallons of gasoline annually
- Well-known scale up and cost
- Minimal retrofit for biomass feed

### KiOR uses a novel and proprietary catalyst in its BCC process

- KiOR has spent over 2 years developing, testing, and manufacturing its proprietary catalyst
- The catalyst is feedstock flexible with virtually any source of biomass



- It is lower cost and simpler to produce versus a traditional FCC catalyst

KiOR is currently proving the viability of its BCC process at a demonstration facility which can produce 15 barrels of renewable crude per day from woodchips



# 5 No extra words: less is more!



Scale-ready technology: 15 bbl/day demo operational

Proven fluid catalytic cracking (FCC)



- FCC used in every refinery
- Well characterized scale up & cost

Proprietary novel catalyst



- Flexible with virtually any source of biomass
- Lower cost than traditional FCC catalyst

Uncluttered:  
5 second rule

# 5 No extra words, no extra colors, lines, boxes!

## Study – Enabling 2 Unmet Needs



### GLYCEMIC WELLNESS (worried well/obese/prediabetics)

#### Range Prediction Alg.

- **Red:** <80mg
- **Green:** between 80 - 180mg/dl
- **Yellow:** >180mg/dl

HBA1C testing  
OGTT (if warranted by PCP)

### GLUCOSE MONITORING (Type-1 & Type-2)

#### Glucose Value Prediction

**BGL: 221 mg/dl**  
**Rate: +1.82mg/dl/min**

Replace both current CGMS and Finger Stick Meters  
Feedback control of insulin pumps

### ENDGAME

#### Wearables

- watch, jewelry
- arm-band
- headband
- glasses
- ....

- smart-phone form factor
- clip-on units
- Integrated with pumps
- ↓
- watch



# 5 No extra words, less is more!

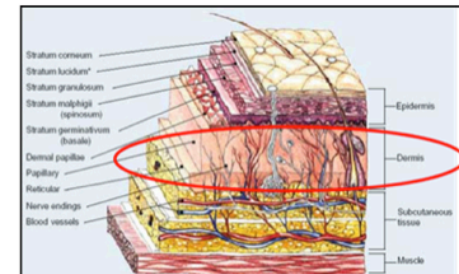
## Ultimate Challenge



- Non-invasive glucose monitoring unsolved for 40 years
  - many have tried (C8, J&J, Abbott, InLight, Sensys,.....)
- Thru skin challenge for optical methods

.01%-.1% of signal intensity changes due to glucose variations

99.99%-99.9% signal variation in feature intensities due to tissue scattering, variable diffusion, patient's variability



- glucose drowned in interference
  - required signal-to-clutter enhancement – 4 to 5 orders of magnitude
  - outside reach of conventional signal processing

**Extremely High Technical Barrier**



# 5 No extra words, simplify complexity!



## Optical non-invasive problem: Unsolved for 40 years

0.01% light absorption due to tissue glucose      99.99% absorption due to confounders



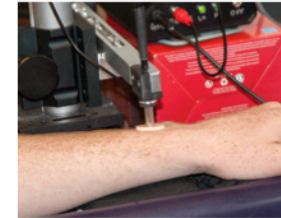
Confidential |

# 5 No extra words, simplify complexity!

## Clinical Trial Results



- Human IRB Clinical Study at Sansum Diabetes Hospital, Santa Barbara
- Blinded Trial (ZYO03) July '13 - Feb '14
  - 9 Type 1 diabetic; most on insulin pumps
  - daily life cycle with no control of food or insulin administration
  - 8-10 hours of data acquisition on two visits (18 total visits)
  - non-invasive measurement at 15-20 min. intervals (~30/day)
  - compared with invasive Finger Stick, Alternate Site & FDA-approved CGMS
- Calibration data using earlier Lab and Clinical studies ZYO01/ZYO02
  - 11 unblinded Type 1 visits – scored with strong, partial and poor tracking
  - acquired with different instrument configuration and NIR detector
  - Oct '12-thru May '13 vintage



# 5 No extra words, simplify complexity!

## Achievement Better than FDA Approved Devices



- ZYOMED: **12.4% best in class!**
- Medtronic: Published MARD: 16%
- Dexcom: Published MARD: 13-16%

Table 1.  
Aggregated Error <sup>a</sup>

Sensors	Pairs	MARD (SD)	Median
7193	90,472	15.89 (16.86) <b>16.14 (17.48)</b>	11.56 <b>11.85</b>

<sup>a</sup> The PRT calibration algorithm is represented as bold following results of the Veo calibration algorithm.

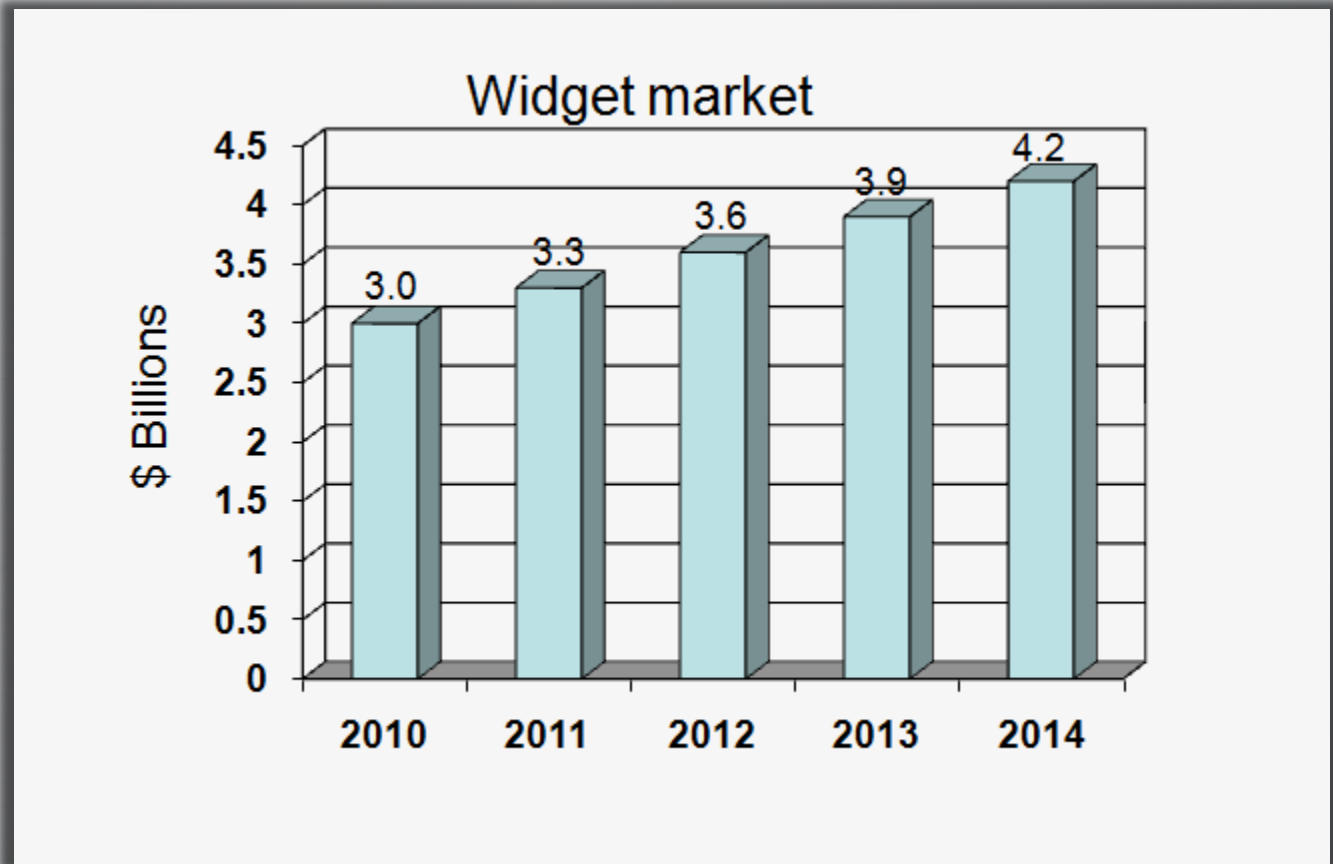
TABLE 1. COMPARISONS OF PERFORMANCE METRICS BETWEEN THE DEXCOM G4 PLATINUM AND SEVEN PLUS SYSTEMS

Parameter	DG4P	DSP	P value
Sensors (n)	108	67	—
Number of samples paired with reference (YSI)	13,538	1,827	—
%20/20 mg/dL	82%	76%	<0.0001
MAD (mg/dL)	21	25	<0.0001
MARD	13%	16%	<0.0001

Human IRB clinical studies at Sansum Diabetes Hospital



# 6 Bottoms up market projection, not top down



# 6 Bottoms up market projection, not top down



	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
Worldwide widget shipments	450	525	600	675
Installed base of widgets	1,300	1,565	1,852	2,157
Widgets with expansion port shipped	70	95	250	375
Widgets with semi-link shipped phones	70	196	407	700
% that can be updated	10%	15%	20%	25%
Number of updates per year	1	1.5	2	2.5
Price/update	\$5.00	\$5.00	\$4.00	\$3.50
Annual Opportunity	\$35	\$221	\$651	\$1,532

Credibility matters

# 7 Financials: 7 rows maximum



(\$000)	2009	Q1 2010	Q2 2010	Q3 2010	Q4 2010	2010	Q1 2011	Q2 2011	Q3 2011	Q4 2011	2011
<b>Unaudited</b>	Actual	Actual	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Revenue											
Aftermarket Modules	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2500.0	2500.0
License/NRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2500.0	0.0	2500.0
Total Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2500.0	2500.0	5000.0
Gross Margin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2500.0	2500.0	5000.0
GM Percent	NA	NA	NA	NA	NA	NA	NA	NA	100%	100%	100%
Expenses											
Compensation											
R&D	2147.5	662.0	757.8	972.0	1074.3	3466.1	1196.0	1324.0	1400.0	1500.0	5420.0
Marketing & BD	0.0	0.0	60.0	120.0	200.0	380.0	240.1	300.0	325.0	340.0	1205.1
G&A	303.5	100.3	96.3	115.0	125.0	436.6	125.0	125.0	135.0	140.0	525.0
Total Compensation	2451.0	762.3	914.1	1207.0	1399.3	4282.7	1561.1	1749.0	1860.0	1980.0	7150.1
Benefits	486.4	102.0	228.5	301.8	349.8	982.1	390.3	437.3	465.0	495.0	1787.5
Consulting	594.4	211.0	117.0	117.0	117.0	562.0	117.0	117.0	117.0	117.0	468.0
Depreciation	175.3	66.6	106.4	127.7	148.9	449.6	165.0	180.0	205.0	230.0	780.0
Other Expenses	1057.2	216.4	376.0	385.0	407.6	1385.0	451.5	451.5	455.0	455.0	1813.0
Total Expenses	4764.3	1358.3	1742.0	2138.5	2422.6	7661.4	2684.9	2934.8	3102.0	3277.0	11996.6
Less: Patent Capitalization	-262.1	-47.6	-75.0	-75.0	-75.0	-272.6	-75.0	-75.0	-75.0	-75.0	-300.0
Net Operating Expenses	4502.2	1310.7	1667.0	2063.5	2347.6	7388.8	2609.9	2859.8	3027.0	3202.0	11696.6
Net Operating Margin	-4502.2	-1310.7	-1667.0	-2063.5	-2347.6	-7388.8	-2609.9	-2859.8	-527.0	-702.0	-6698.6
Ending Headcount	21	21	30	40	45	45	50	55	60	60	60
Capital Expenditures	-477.1	-156.4	-370.0	-370.0	-370.0	-1266.4	-370.0	-370.0	-370.0	-370.0	-1480.0
Other Expenditures/Accruals	-172.8	62.0	0.0	0.0	0.0	62.0	0.0	0.0	0.0	0.0	0.0
Interest Income	33.6	0.0	2.0	1.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0
Cash Beginning	7891.7	2682.8	1296.7	15793.1	13413.3	2682.8	10769.6	7879.7	4755.0	3988.0	10769.6
Cash Burn	-5205.3	-1386.1	-2003.6	-2379.8	-2643.7	-8413.2	-2889.9	-3124.8	-767.0	-917.0	-7696.6
Investment - Net	-3.6	0.0	<b>16500.0</b>	0.0	0.0	<b>16500.0</b>	0.0	0.0	0.0	0.0	0.0
Cash Ending	2682.8	1296.7	15793.1	13413.3	10769.6	10769.6	7879.7	4755.0	3988.0	3071.0	3071.0

# 7 Financials: 7 rows maximum



	Q3'10	Q4'10	Q1'11	Q2'11	Q3'11	Q4'11	Q1'12	Q2'12	Q3'12	Q4'12
Revenue	-	-	-	-	-	-	-	-	950	2,400
COGS	-	-	-	-	-	-	36	36	550	550
OpEx	2,083	3,432	1,679	2,851	2,075	1,604	1,906	1,588	731	1,751
EBITDA	-2,141	-3,489	-1,729	-2,845	-2,129	-1,581	-1,950	-1,459	-394	78
Cash Flow	25,113	-767	-1,021	-1,600	-433	-307	-1,575	-32	-1,061	-273
<b>Capex</b>	<b>2,355</b>	<b>867</b>	<b>1,116</b>	<b>1,509</b>	<b>255</b>	<b>182</b>	<b>1,396</b>	<b>-</b>	<b>785</b>	<b>21</b>

## 7 Financials: 7 rows maximum



(\$'000s)	2010 (0)	2011 (0)	2012 (2)	2013 (2)	2014 (6)	2015 (6)
Revenue	0	0	2,800	25,100	79,200	161,100
COGS	300	1,800	4,600	9,200	16,200	21,300
SG&A   R&D	6,800	9,900	6,700	10,800	18,000	28,900
Operating Income	-7,100	-11,700	-8,400	5,100	45,000	110,900
Financing Activity	16,000	26,000	0	0	0	0
EOY Cash	11,400	22,100	5,000	4,700	26,400	89,200

# 8 Is this team strong?



John Smith  
*Chief Executive Officer*

John Smith  
*Chief Technology Officer*

John Smith  
*Chief Marketing Officer*

John Smith  
*Director*

John Smith  
*Director*

Current Company Headcount : 13

## Team Backgrounds



## Space Mission Experience



# 8 State why team is strong?



## John Smith | **CEO/Co-Founder**

- PhD - optimal design of spacecraft (NASA/Stanford)
- Space shuttle operations (NASA)

## John Smith | **CTO/Co-Founder**

- Co-founded microsatellite communications manufacturer
- Program Manager, Stanford Space Systems Laboratory

## John Smith | **VP Government/Co-Founder**

- National Reconnaissance Office: Program Manager
- Stanford University (MBA '09), MIT (MS EE/CS '01)

## John Smith | **Director, Image Processing**

- PhD Efficient Multiframe Superresolution Enhancement
- 13 patents in image processing and enhancement

# 8 Risk management

## Proactive risk mitigation

	Risk	Mitigation
<b>Satellite</b>	<ol style="list-style-type: none"> <li>1. Optic over time &amp; budget</li> <li>2. Satellite build delayed past launch window</li> <li>3. Satellite fails to initialize on-orbit</li> <li>4. Satellite fails to meet 2 year lifetime</li> </ol>	<ol style="list-style-type: none"> <li>1. Firm-fixed price contract</li> <li>2-4. Second satellite built and launched 6 months after first <i>[Dependent on incremental Series B funding]</i></li> </ol>
<b>Regulatory</b>	<ol style="list-style-type: none"> <li>1. FCC licensing</li> <li>2. Export license denial (launch)</li> </ol>	<ol style="list-style-type: none"> <li>1. 2 pre-consultations completed, govt-centric board member</li> <li>2. Top-tier regulatory attorneys</li> </ol>
<b>Launch</b>	<ol style="list-style-type: none"> <li>1. Launch provider delay</li> <li>2. Launch failure</li> </ol>	<ol style="list-style-type: none"> <li>1. Second launch slot 6 months following first <i>[Dependent on incremental Series B funding]</i>                      → Insured launch, second satellite built, launched in 6 months <i>[Dependent on incremental Series B funding]</i></li> </ol>
<b>Team</b>	<ol style="list-style-type: none"> <li>1. Hiring: technical team</li> <li>2. Hiring: executive level</li> </ol>	<ol style="list-style-type: none"> <li>1. Extensive technical network</li> <li>2. Current recruiter relationships</li> </ol>
<b>Market</b>	<ol style="list-style-type: none"> <li>1. Conditional contracts fail to materialize</li> <li>2. Image quality doesn't meet user needs</li> </ol>	<ol style="list-style-type: none"> <li>1. Meetings with lead customers T-24 months from launch</li> <li>2. Optic provider track record</li> </ol>



# 9 The ask, the delivered and the deliverable...

## Funding History & Milestones



Round	Series A	Series A-1	Today
<b>DATE</b>	Aug. 2010	Oct. 2011	April 2014
<b>Status</b>	Viewgraph - fresh approach  <b>Team – 1.5 FTE</b>	Demonstrated 1mg/ dl glucose detection sensitivity in blood - in-vitro - used 3 <sup>rd</sup> party FDA dataset  <b>Team – 1.5</b>	<ul style="list-style-type: none"> <li>• Invented                             <ul style="list-style-type: none"> <li>• Spectroscopic Tomography                                     <ul style="list-style-type: none"> <li>- CT-scan equivalent for non-invasive biochemistry</li> </ul> </li> <li>• Universal Calibration</li> </ul> </li> <li>• Built-platform; Proved in lab</li> <li>• Clinical Human Study – MARD of 12.5% in blinded Type 1 patient study with external PI</li> <li>• Demonstrated better accuracy over FDA approved CGMS</li> <li>• Path to approval for diabetics</li> <li>• Path for Miniaturization – consumer &amp; diabetic products</li> <li>• Business validation – Samsung due diligence for consumer glucose watch collaboration</li> </ul> <b>Gene Pool Team – 19 (10 FTE + 9 consultants)</b>
<b>Pre-Money Valuation</b>	\$2M	\$7M	
<b>Investment \$</b>	\$1M	\$3M	

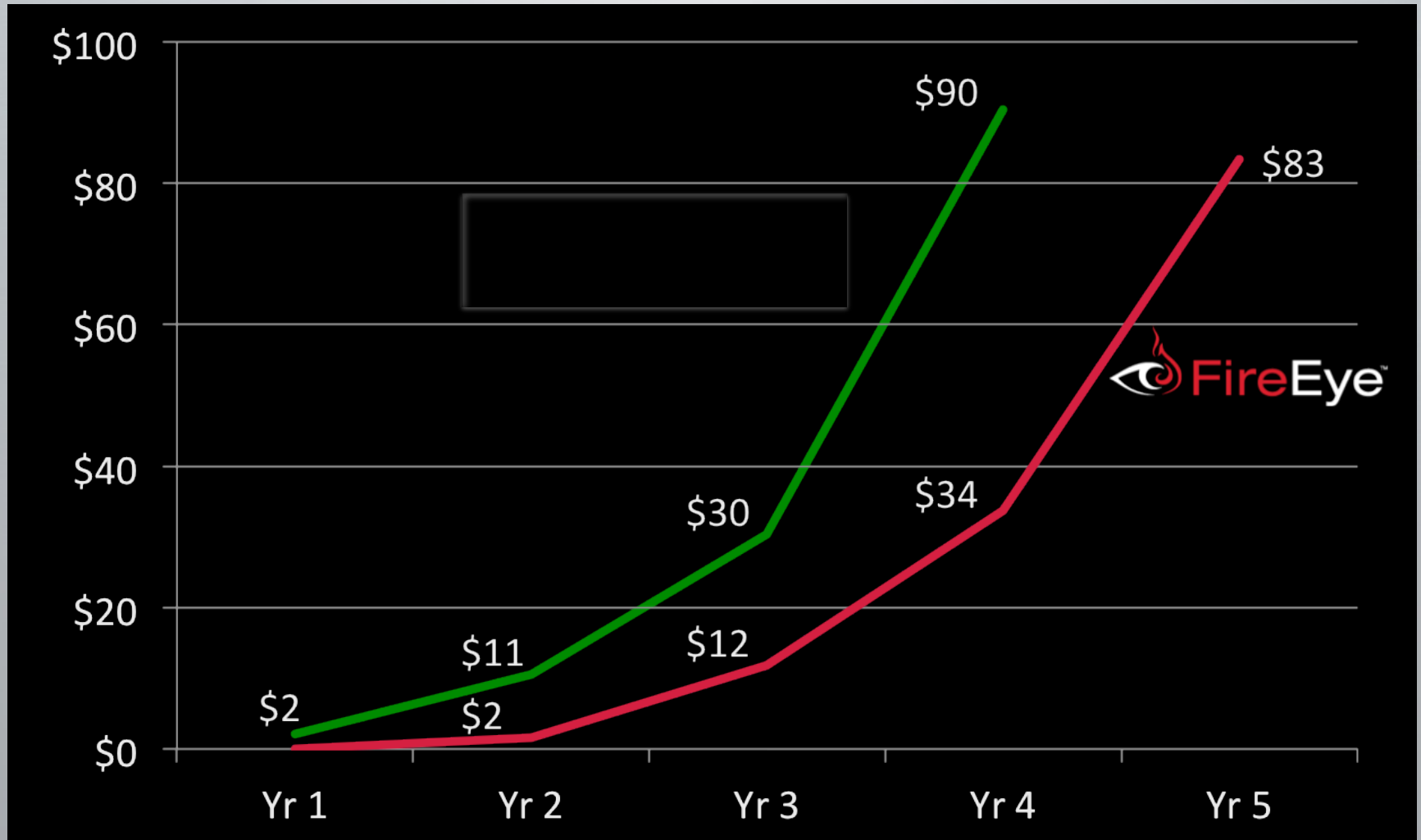


# 9 The ask, the delivered and the deliverable...

## \$xx m Series B deliverables...

	<b>Completed</b>	<b>Series B</b>	<b>Post Series B</b>
<b>Product</b>	Designed	In Space	Scaled to Constellation
<b>Regulatory</b>	NOAA License Granted	FCC License Granted	Constellation Licensing
<b>Launch</b>	3 quotes obtained	Launch Contract/Launch	Constellation Launch
<b>Market Adoption</b>	Google/Microsoft/Oil & Gas/US Government Deep Dives	Initial Revenue	Scale
<b>New Applications</b>	250 Interviews Completed	Beta Testing	Scale

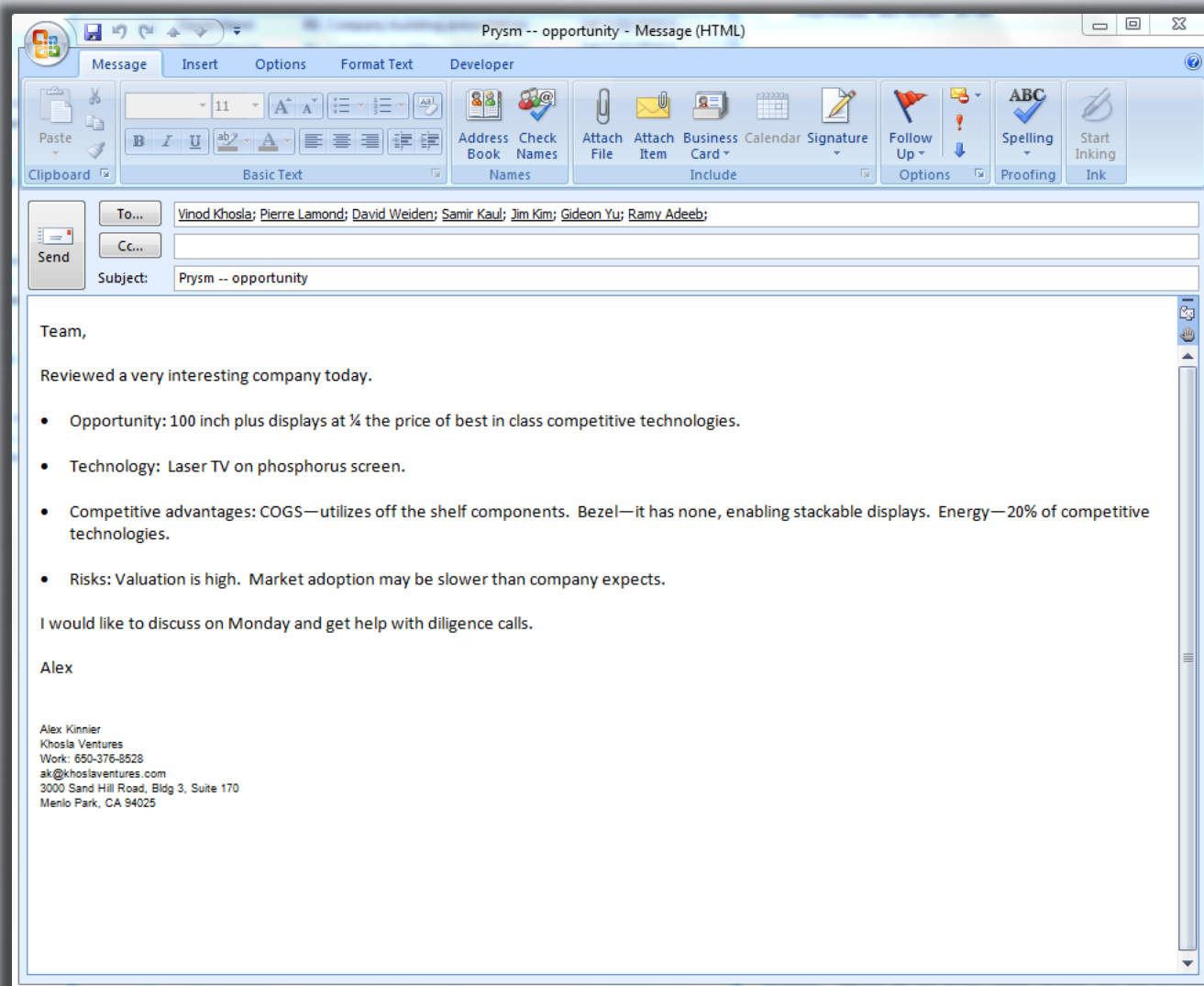
# 10 Analogies help



## 11 Finish with a flourish!



# 12 Engineer the investor's "email"



Message sent is not the same  
as message received

# Top dozen Powerpoint rules

State the problem; Emotion over details

Title should be a message (e.g. "massive market") not a topic (e.g. "Market")

If the slide is on a screen for 5 seconds what would viewer take away from the slide?

When slide is flashed up there should be one place to focus the users eyes... or slide is too complexity

4 or 5 lines per page and no more than one picture/graphic per page (two very rarely)

5-6 words per line generally and 25 words per slide; try & fit all messages / sub-heads/headings in one line

Minimum font size 22 or 24 pt for big headings & 18 or 20 pt font for sub-headings; 12 pt for "picture" view

Have a lot of white space in each slide & light fonts to reduce complexity.

Visceral story more important than complete story

Make sure you cover all risks & contingency against each risk; if you don't know say so

Make sure you state what you are asking for and what will be deliverable for the "ask"

Engineer the takeaways

Comments?  
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