

# Ben Franklin Technology Partners, CNP

## Investment Summary Guidelines and Tips to Complete

Please keep the investment summary (template attached) in MS Word and no longer than 2 pages. Write in third person, ie the company will... Facts and financials should be reflected in pitch deck and proformas.

### 1. **Business Summary:**

- a. **Provide** a 1 or 2 paragraph summary or overview of your business that includes:
  - How would you define your company, or what does your company do
  - For whom, or your customer
  - Key benefits, or why your solution is better than current solution or competitors
  - Key factor(s) about team that makes you qualified to deliver results
  - Include one sentence on how you intend to generate revenue.
- b. **Tip:** Use this value proposition sentence as an opener: XYZ company (does what) \_\_\_\_\_, (for whom) \_\_\_\_\_, (that helps them to do what/key benefits) \_\_\_\_\_.

### 2. **The Problem:**

- a. **Define** the problem that your product/service is addressing. Explain why this a problem, for whom (your customer).

### 3. **Target Customers:**

- a. **Provide** a description and/or demographics of your target customer. The customer is = who will pay you for your product or service. Be as specific as possible. You may also have an end user that may or may not be a paying customer – please differentiate.
- b. **Also provide** summary of any current customers you already have.

### 4. **Solution / Product:**

- a. **Provide** 1 or 2 paragraphs that:
  - Demonstrates how your company will solve your customer’s problem – the solution
  - Describes the product/service
  - Briefly describes the technology and/or how it will work
  - Includes where you are in development or testing
- b. **Tip:** Convey how your product is addressing/solving the problems described in #2.

### 5. **Intellectual Property:**

- a. **Describe** what intellectual property you have, if any. Please be as specific as possible. If you don’t have IP, is there a first-to-market advantage and if so, how long is it? Is there another barrier to entry?
- b. **Clarification:** Intellectual property (IP) is an umbrella term for various legal entitlements which attach to certain types of information, ideas, or other intangibles. The holder of this legal entitlement is generally entitled to exercise various exclusive rights in relation to subject matter of IP. IP is held in the form of a patent (provisional or otherwise), copyright, trademark, industrial design right, or trade secrets/confidential information.
- c. **Tip:** You need to be able to describe your technology/IP without giving away the “secret sauce”.

### 6. **Value Proposition:**

- a. **Explain** your value proposition. Answer the following:
  - How are you solving your customers’ problem, better than the competition
  - What are the key benefits you are delivering and Why will people pay you for it
- b. **Tip:** Refer back to Value Proposition sentence in Business Summary

7. **Competition:**
  - a. **Describe** the competitive landscape and list your competitors. Note: There are always competitors or a current solution. Demonstrate that you understand the market and key players.
  
8. **Competitive Advantage:**
  - a. **Define** your competitive advantage and list barriers to entry
  - b. **Clarification:** A competitive advantage is an advantage over competitors gained by offering consumers greater value, either by means of lower prices or by providing greater benefits and service that justifies a change of behavior or higher prices.
  
9. **Market Opportunity:**
  - a. **Provide** the Total Available Market (TAM) in dollars, with a brief explanation of how you arrived at Serviceable Available Market (SAM) and the Serviceable Obtainable Market (SOM) or the Share of Market
  - b. **Clarification:** Total Addressable Market or TAM refers to the total market demand for a product or service. It's the most amount of revenue a business can possibly generate by selling the product or service in a specific market (with zero competition). The Serviceable Available Market or SAM is a segment of the TAM targeted, or the portion of the market you can acquire based on your business model. SOM or Serviceable Obtainable Market is the percentage of SAM that you can realistically capture.
  
10. **Revenue Model:**
  - a. **Describe** your revenue model or how do you intend to make money. How do you intend to sell, to whom and for what price. If there are multiple revenue streams, describe each.
  
11. **Marketing Strategy:**
  - a. **Explain** how you will find/reach and engage your target customers. What tactics or marketing tools will you use to promote and build interest in your brand?
  - b. **Tip:** make sure tactics will serve your strategy.
  
12. **Sales Strategy:**
  - a. **Convey** how you will turn/convert interested customers into paying customers and keep them? What will be some of your key selling activities or tactics?
  - b. **Tip:** again, be sure your activities will serve your sales strategy.
  
13. **The Team:**
  - a. **List** the key management team members (name/title)
    - Include relevant industry experience, if applicable.
    - And briefly, how they will contribute to growth plan.
  - b. **Clarification:** What specifically makes your management team qualified to build this business.
  
14. **Ask & Use of Funds:**
  - a. **State** funding ask and use of proceeds. Be specific with the Ben Franklin funding ask and use of funds. Can explain additional funding and uses if desired, but not necessary.
    - State how much you are asking BF for
    - State how the money will be used (can itemize, if easier)
    - And what do you hope to achieve/learn/gain from the spend

**15. Economic Development:**

- a. **Describe** how you will maintain a significant presence in Pennsylvania over the next 5 years. Where will your headquarters be located (city/county) and any specifics to the types of jobs to be housed there. Please include number of employee estimates, if possible.

**16. Long Term Business Strategy:**

- a. In one to two sentences, state your strategic plan to maintain or sell ownership, over a specific time or stated business scale.

*How to complete the Financial Info on the Investment Summary. From your Balance Sheet and Income Statement:*

<b>Financial Info</b>	<b>Amount</b>
Debt To-date	<i>\$ Long-term liability since start of business</i>
<u>Equity To-date</u>	<i>\$ Amount invested in business(including expenses paid by founder)</i>
= Total Capital Raised	<i>\$ Debt + Equity to-date</i>
Cash on Hand	<i>\$ Amount in bank account</i>
Monthly Cash Flow	<i>\$ monthly cash flow or burn rate (neg number)</i>
BF Funding Ask	<i>\$ ask from Ben Franklin</i>
<u>*Other Funding Ask</u>	<i>\$ ask from Other investors</i>
= Total Capital Seeking	<i>\$Ben Franklin + Other investors funding ask</i>
Previous BF Funding	<i>\$ Total amount of prior Ben Franklin funding or NA</i>
*Other Funding Source	<i>Who or what type of other funding are you seeking</i>

**Company Name:** (as registered) – Ensure this is exactly as you registered your entity, including commas/periods

**Company Headquarter Address:**

**Mailing Address** (if different from HQ): Where do you want the checks mailed

**Physical Business Address**(if different from HQ):

**URL:** your website address

**Industry:** what industry would you classify your business

**# of W2 Paid Employees:** designate as FT or PT – only count if on payroll, not 1099 (if you don't collect a salary, cannot count as an employee – that includes founders)

**Date Founded:** xx/xx/xxxx

**State Founded:** XX

**EIN (Tax ID#):**xx-xxxxxxx

**Registered as:** (LLC/Inc):

**PA Registration date:**

**PA Registration #:** xxxxxxxx

**NAICS or SIC:** (SIC) codes are four-digit numerical codes that categorize the industries that companies belong to based on their business activities. Standard Industrial Classification codes were mostly replaced by the six-digit North American Industry Classification System (NAICS)

**Management/Contact Info** (*bold primary contact*):

*Name/Title/Phone/Email*