

The Pitch

Agenda

1. Audiences and Goal(s)
2. Structure of the Pitch
3. Closing Thoughts

Audiences and Goals

Why are you there?

What are you trying to accomplish?

Who are you presenting to?

How many people are attending?

Are there remote attendees?



Be Context Specific

- Venture Capital Introduction
- Fundraising Presentation
- Customer Presentation
- Analyst Briefing Deck



Venture Capital Introduction



- It's your first date
- Beware the Slide-ument
- Provide enough, but don't bury them
- Read "Art of the Start" by Guy Kawasaki
- Consider three documents
Executive Summary, Slides, Business Plan

Fundraising Presentation

- More detail than VC Intro
- Always Include:
 - Market Background/size
 - Company Approach
 - Competitors
 - Team Profile
 - Your Special Sauce



Company Name

Contact Information

Compelling line

(tag line or power statement)



Problem

- What is the pain you are alleviating?
 - The goal is to get everyone to buy in
 - Describe the Pain your customer feels
 - Avoid looking like you are a solution looking for a problem
 - This is a DEALBREAKER for investors



Solution

- This is part I of your “Money Slide”
 - Non technical – stay focused on solving the pain – focus on the gist
 - Explain how you alleviate this pain and the meaning that you make



Business Model

- This is part II of your MONEY slide
 - Explain how you make money
 - Explain your channels of distribution
 - State your gross margins
 - Unique models are not necessarily good Compare to a known model



Underlying Magic

- What is the “Thing” that makes you special? – Describe it!
- Pictures, Flowcharts or Diagrams are best. Preferably only one
- Backup with whitepapers or objective proofs



Marketing and Sales

- How will you reach your customer
- What are your marketing leverage points
- Convince your audience that you have an effective go-to-market strategy that will not break the bank!



Competition

- Provide a complete view of the competitive landscape
- This is a place where too much is better than too little.
- State why you are good, not why the competition is bad.



Management Team

- The key players, board of directors, advisory board
- Don't be afraid of having some holes in your team. Show that you understand the hole and are willing to fix them



Financial Projections and Key Metrics

- Five Year Forecast
 - Bottom up, not percent of market
 - Long sell cycles, seasonality
 - Make sure they understand the assumptions
- Include key metrics (Number of customers, conversion rate)



Current status

- Where we are at with product/service
- Accomplishments to date
- What does the near future look like
- Use of funds



Questions?





Palisade Systems

NameOfThe Meeting
April 2010

Protecting Your Data is Our Business





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What we do

Protect Confidential Information (“Data Loss Prevention” or “DLP”)

Healthcare- Patient Records (HIPAA/HITECH)

Financial- GLBA, PCI, Sarbanes-Oxley

Education- Student Information (FERPA)

Enterprise- Proprietary Information

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Market Forces

Real Regulatory Pressure

- HITECH Act of 2009 authorizes States to enforce HIPAA
- Connecticut A.G. sues Health Net for data breach January 10, 2010

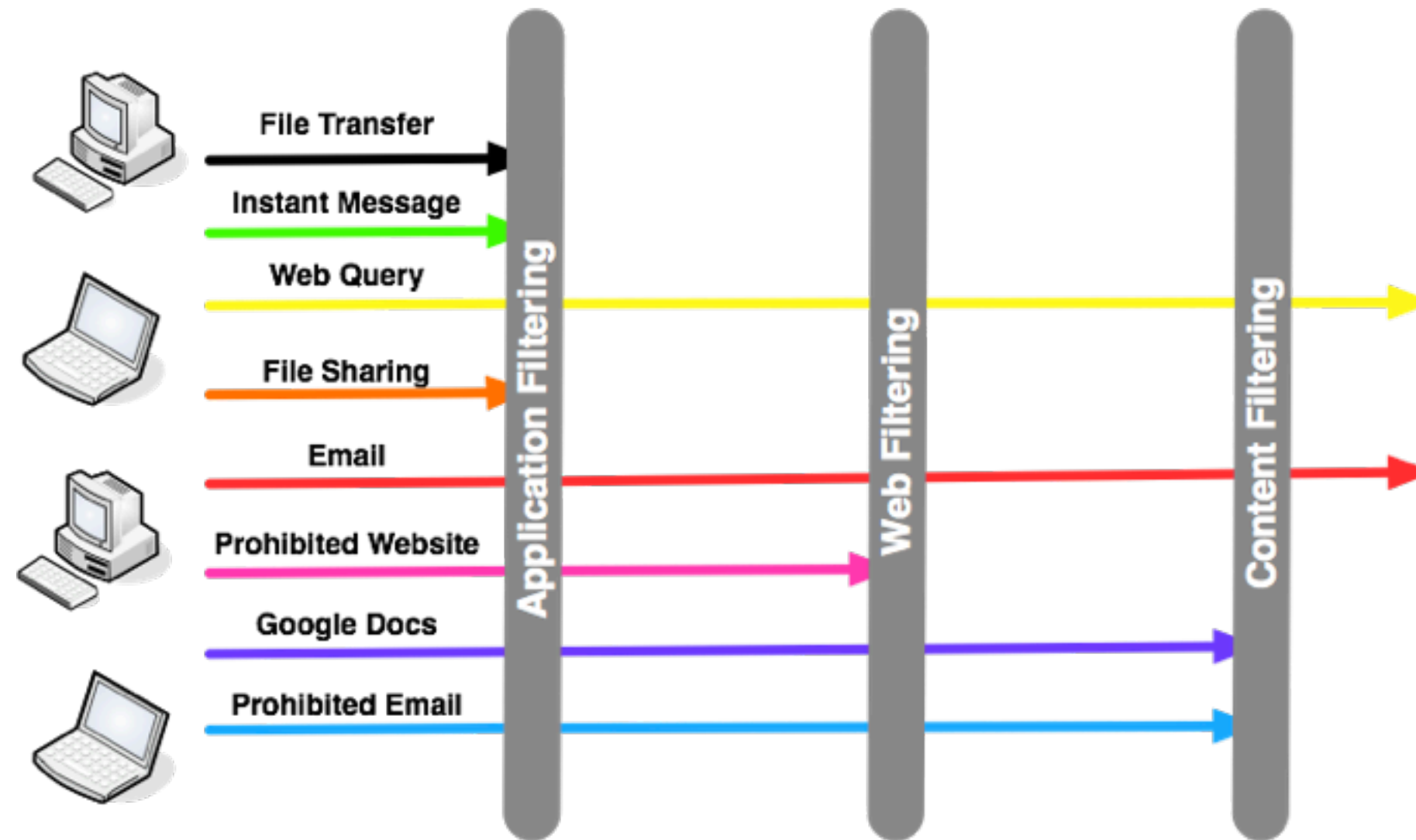
Increasing Adoption of DLP by Small/Medium Sized Business

- 40% of organizations increasing security budgets in 2010¹
- DLP tops the IT projects list as well as the exciting technology list¹

Continued M&A Activity

- Vericept acquired by TrustWave September 2009
- Orchestria acquired by CA January 2009





Defense in Depth for Small Businesses





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Different Markets

Large Enterprise vs. Small/Medium Business

Palisade Average customer = 1500 Workstations

Palisade Value Proposition optimized for <2500 workstations

63% of the United States workforce &

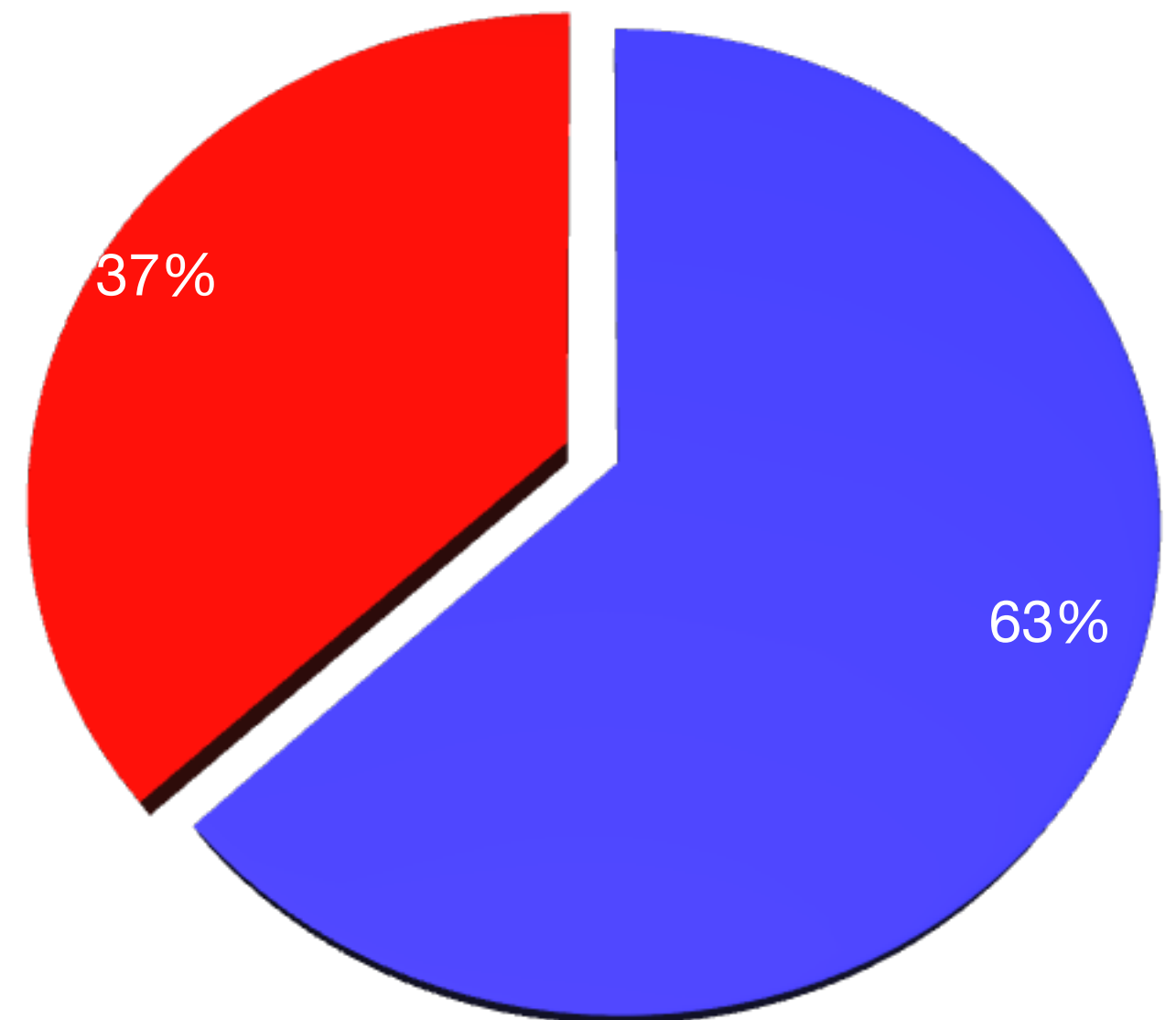
99.93% of U.S businesses are <2500 employees¹

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1 - U.S. Census Bureau- 2005

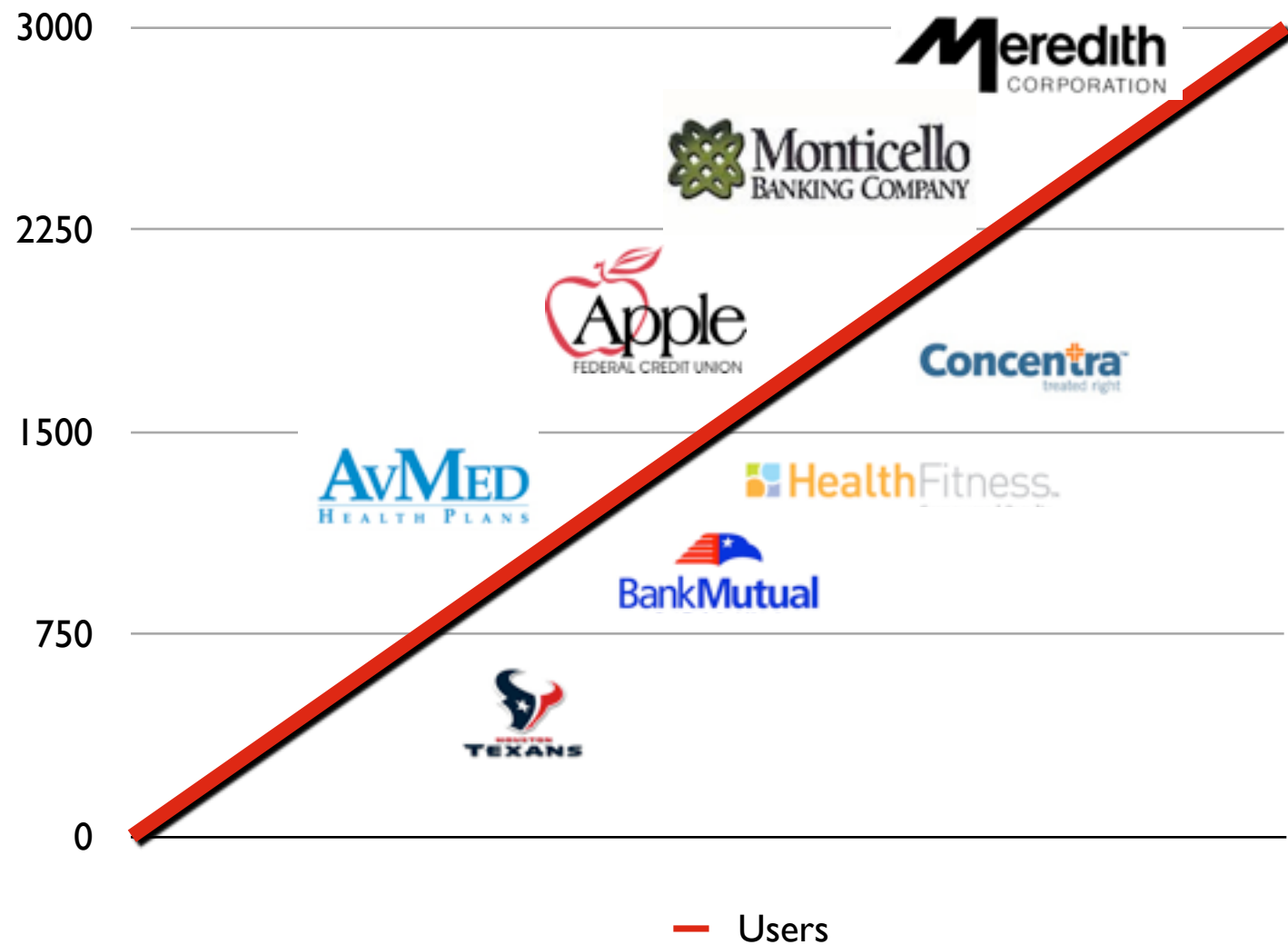
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● <2500 Employees ● >2500 Employees



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Different Markets require Different Solutions

One *model* does not fit all

Capital Expenditures tight in this economy

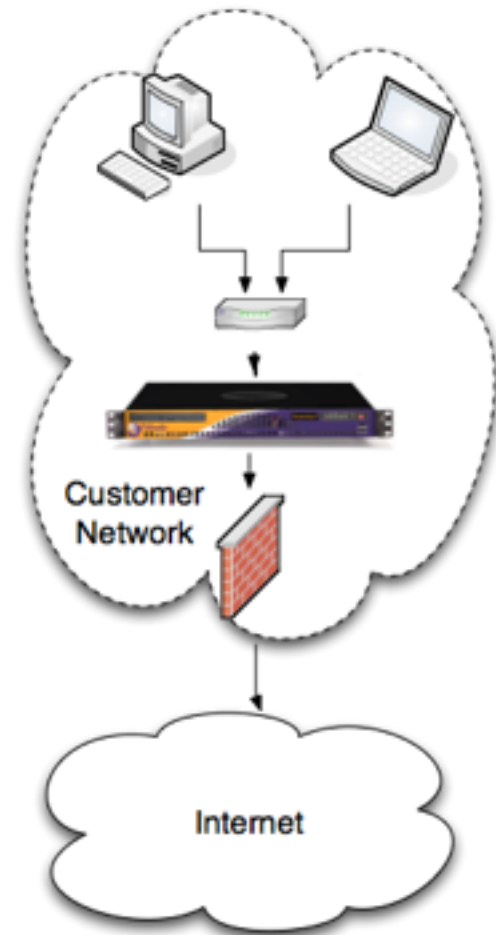
Strong managed service provider (“MSP”) Influence

Increasing comfort with cloud-offerings

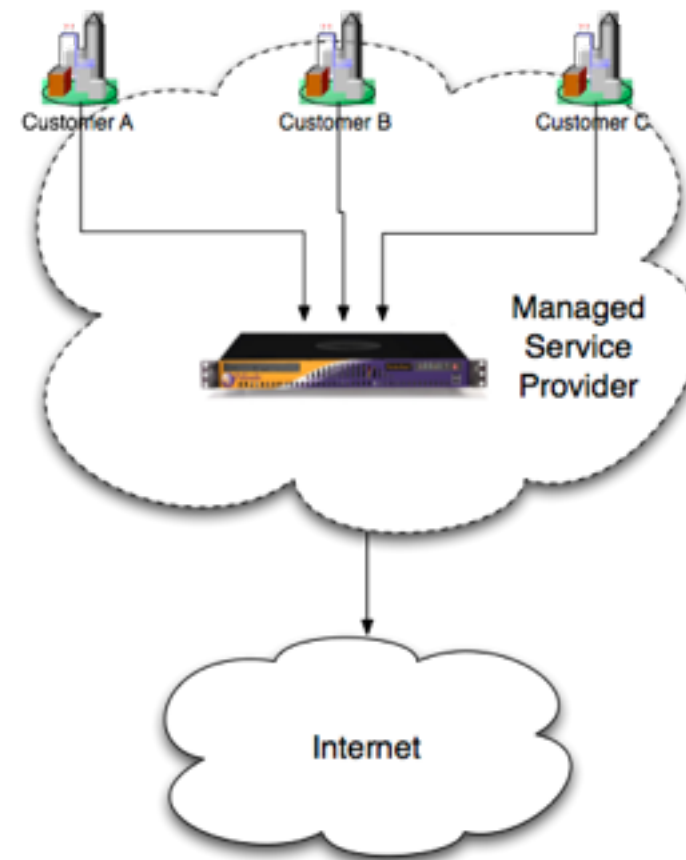




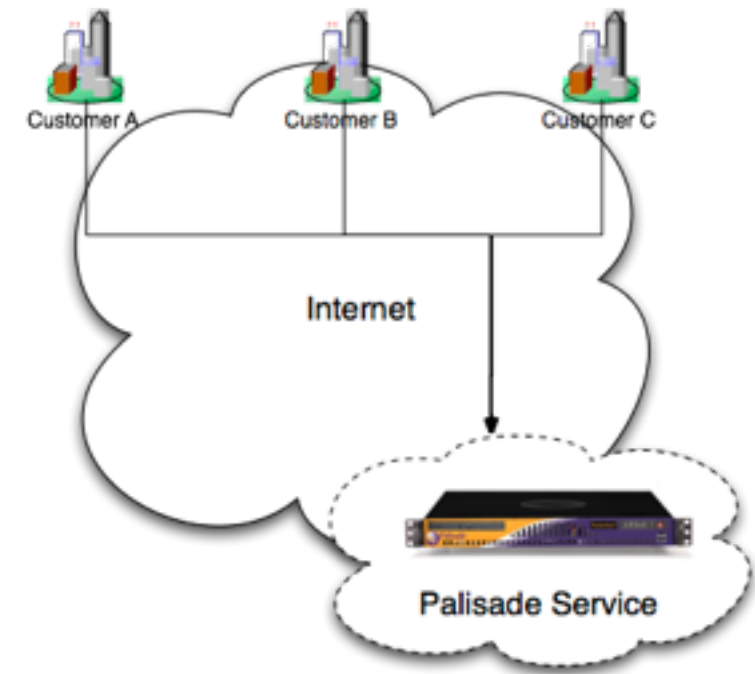
On Premise



Managed Service



Software as a Service

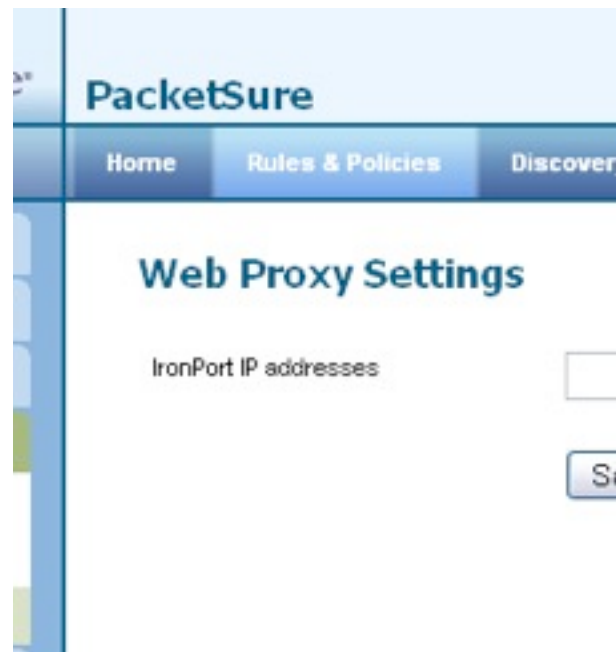


Three Product Offerings





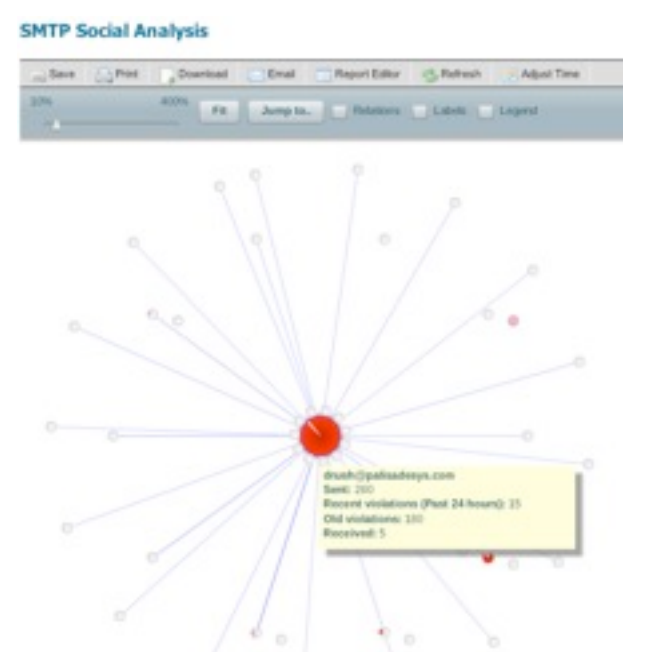
PacketSure 7.5



PacketSure 7.6



PacketSure Managed DLP



PacketSure 8.0



Last 12 Months





Current Offering

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Example





Questions?



Closing Thoughts

1. Find a design convention, stick with it
2. Avoid Jargon when possible
3. Different Tools for Different Jobs
4. Don't let PowerPoint dictate message

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