WELCOME!

We invite you to enjoy some coffee and pastries while you network before we begin.

And DON’T FORGET to grab a NAMETAG if you didn’t bring your own.

Housekeeping items:

- Please silence all phones and electronic devices
- If you need to take an urgent call, please take your conversation outside
- Limit side conversations
- Sorry, we are unable to validate parking

Creating a Winning Pitch Deck

MIKE LILLY, Director of Business Development, Early Growth Financial Services
The Best Pitch Decks
How to Create a Winning Pitch Deck

**Slides courtesy of Marc Phillips’ Inside Silicon Valley: How the Deals Get Done, available on Amazon**
“Startups face a huge burden in today’s economy, often having to choose between funneling resources toward creating their goods and services or managing the often complex accounting, tax and financial strategy planning necessary to run a successful business.

~ David Ehrenberg, Founder and CEO
Early Growth Financial Services

www.earlygrowthfinancialservices.com
Investment Pitch Deck Essentials

- Slide 1: Logo/Mission/Positioning Line. Founders.
- Slide 2: The Problem We Solve
- Slide 3: The Solution
- Slide 4: The Market Size
- Slide 5: The Product/Technology Architecture
- Slide 6: IP/Defensibility/Scalability Chart
- Slide 7: Go To Market/Distribution
- Slide 8: Competitor Matrix
- Slide 9: Revenue Projections
- Slide 10: The Advisors
- Slide 11: Use of Funds
- Slide 12: Exit Strategy

SV Speak: The Deck
SHOWKIT

Live mobile customer care
The next best thing to being there in person

2014 TechCrunch Disrupt Battlefield Finalists
Anthony Kelani | CEO & Co-Founder | 510.697.1387 | anthony@showkit.com

SV Speak: Elevator Pitch

www.earlygrowthfinancialservices.com
Suiteness
Stay like a celebrity

SV Speak: Investment Ready

www.earlygrowthfinancialservices.com
If you don’t know the investors......

**MANAGEMENT TEAM**

Spikes Security is comprised of 20 hand picked rock stars, including a great management team (below):

- **Branden Spikes**
  CEO, CTO, and Founder
  15 years as CIO of
  PayPal, SpaceX

- **Franklyn Jones**
  CMO
  20 years of marketing leadership
  Blue Coat, Palo Alto Networks, Bromium

- **Scott Alexander**
  COO
  20+ years software and 8 years executive management experience
  Cal, FactSet, PayPal

- **Jim Watts**
  Chief Sales Officer
  30 years sales leadership in IT industry with a focus on channel and enterprise
  Bay Networks, eGestalt, ALIEN VAULT

- **Scott Bennett**
  Lead Software Architect
  13 Years Experience
  Master of software design
  Captaris, Microsoft, LAMPS PLUS

**SV Speak: Wheelhouse**

[www.earlygrowthfinancialservices.com](http://www.earlygrowthfinancialservices.com)
Big Problem in a Big Market

SV Speak: The “aha” moment
Slide 2: The Problem We Solve

10 Paper Invoices Received Daily Per Location

20 min
Employees accept product and sign for the invoices

50 min
Manager reviews invoices, and update costs manually.

30 min
Invoices are sent to an accountant

50 min
Accountant logs invoices in an accounting software. Physical invoices are scanned or filed

7-10 days later
GM sees P&L provided by accounting

www.earlygrowthfinancialservices.com
PROBLEM: CUSTOMERS CAN’T CONTEXTUALIZE
76% of all consumers can’t imagine what a product would look like in their home

CURRENT MARKET LEADER
POOR EFFECT

CYLINDO ROOM PLANNER
3X ORDER SIZE INCREASE*

* Actual customer results
A mobile & web platform
that combines an easy to launch loyalty program for fans anywhere
Slide 3: The Solution

Product Overview

Better audits. No paper. Total visibility.

End-to-end integration across product suite

SBN Safety Suite
- Inspection
- Asset
- LOTO
- Certification Tracking
- Hot Work Permits
- Incident Tracking
- Confined Space
- Near Miss
- BBS

Configurable Platform = Multiple Verticals

- Laboratories
- Food Production
- Commercial Real Estate
- Utilities

www.earlygrowthfinancialservices.com
**U.S. Market**

- Over 4M US births each year
- Parent spending on education and childcare between $7K–$20K per child per year

The Parent University market includes families with children ages birth - 12

13 age groups X 4M / age group = 52M

52M X $120/user/year = $6.24B

Parent University Targeted US Market = $6.24 billion
MARKET OPPORTUNITY

1+ billion dollar market opportunity in US alone

**Total**
- 33.9 B sq ft, 53 M units
  - $1.6 B (Hardware)
- TAM: Power-strap applications for computing/printing devices in US commercial buildings

**Serviceable**
- 10.6 B sq ft, 13.5 M units
  - $1 B (Hardware)
  - $95 M /yr SaaS

**Initial**
- 2.1 B sq ft, 4.3 M units
  - $325 M (Hardware)
  - $30 M /yr SaaS

Assumptions: $75/unit (hardware), $7/yr/unit (SaaS), 430 sq ft/person

**SAM**: Workstations and shared printers, US office buildings > 5k sq ft

**Initial**: 5 major metro areas, high $/Kwh, high LEED, offices > 5k sq ft

**SV Speak**: Hitting it out of the park

www.earlygrowthfinancialservices.com
Slide 5: Product/Technology Architecture

UnitySuite NMS    UnitySuite Metering    UnitySuite DSM

UnitySuite Platform

UnitySuite HES

SecureMesh WAN

SecureMesh NAN

SecureMesh HAN

www.earlygrowthfinancialservices.com
HOW IT WORKS

AudienceArc is built on a highly scalable API-based data architecture.

- Dashboard access
- Real-time metrics
- PDF/CSV report exports
- API access
- Facebook, with Twitter and YouTube integration in process
SV Where’s the IP?
BARRIERS TO ENTRY

IP AND TS PORTFOLIO
- "Smart Outlet" US patent approved
- Multiple additional US filings pending
- Proprietary Software and Control Methods
- Data Service Architecture

FIRST MOVER ADVANTAGE
- Established Message and Branding
- Multiple Published Reports

INSTITUTIONAL KNOWLEDGE
- Developed Hardware
- Built Data Service
- User-tested UI
- Utility Integration
- Lessons Learned

CUSTOMER REFERENCES
- Tier 1 Customers Today
- Trade-Group Alliances
- Strategic Partnerships
- Utility Projects
• Select investors that can re-up on their investment
• Short sentences, non technical speak
• Investors watch body language
• Don’t hesitate, maintain eye contact
• Defer to co-founder/CTO
• Keep consistent momentum/pace in presentation
• Control emotion, be prepared for conflict
• Be aware of your emotional timeline
• Connect with analogies and anecdotes
• Reiterate Team, Market Size and Product Fit
Go-to market strategy

- Partnerships (70%)
- Direct Sales (25%)
- Self-service subscriptions (5%)

Integration (40%)
Technology (30%)

How will we become a core part of enterprise SOA?
Build technology lock-in through partnerships with BYOD, Application Development, whilst using direct sales to build initial traction & respectable client base
## Competition is Limited in Offerings, Expertise, and Technology

<table>
<thead>
<tr>
<th>Type</th>
<th>World Med Assist</th>
<th>HuliHealth</th>
<th>Placid Way</th>
<th>Planet Hospital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fees</td>
<td>Type of service</td>
<td>Tech. Platform</td>
<td>Facilitator</td>
<td>Info Portal</td>
</tr>
<tr>
<td>User Experience</td>
<td>Transparency in pricing, billing and payments</td>
<td>Easy to use portal with relevant information</td>
<td>HIPAA compliant, able to store and share medical information</td>
<td></td>
</tr>
<tr>
<td>Security</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology and Value Added Services</td>
<td>Online reservation, scheduling, management, data aggregation, pricing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Model</td>
<td>Non-Commission based, SaaS offering</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The only provider of a technology platform for Hospitals

www.careanywhere.co
A Disruptive Product in a Booming Market
Unomy is the most comprehensive solution and the only one that enables a full cycle business process.

<table>
<thead>
<tr>
<th></th>
<th>Unomy</th>
<th>Datafox</th>
<th>Signal</th>
<th>Mattermark</th>
<th>Indicate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covered companies</td>
<td>7M+</td>
<td>400K</td>
<td>350K</td>
<td>200K</td>
<td>70K</td>
</tr>
<tr>
<td>Data points per company</td>
<td>80</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>People profiles with contact details</td>
<td>95M</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Data organization</td>
<td>Yes</td>
<td>Yes</td>
<td>Partial</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Data analysis</td>
<td>Yes</td>
<td>Partial</td>
<td>No</td>
<td>Partial</td>
<td>Partial</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Partial</td>
<td>Partial</td>
</tr>
<tr>
<td>Pricing model</td>
<td>Freemium</td>
<td>30 days trial</td>
<td>7 days trial</td>
<td>30 days trial</td>
<td>30 days trial</td>
</tr>
<tr>
<td>Monthly price (per user)</td>
<td>$0-39</td>
<td>$49-399</td>
<td>$39-399</td>
<td>$99-499</td>
<td>$300</td>
</tr>
</tbody>
</table>
Slide 8: Competitor Matrix

- **CATALINA**
- **punchcard**
- **Cardlytics**
- **GREYSTRIPE**
- **PaeDae**
- **Pontiflex**
- **Kiip**
- **Google admob**
- **Koupon Media**

**Axes:**
- Transaction based Targeting
- Non-Transactional Targeting
- Conversion Built-into Media
- Non Conversion Based Media
# Slide 9: Revenue Projections

## 4 year financials

<table>
<thead>
<tr>
<th></th>
<th>Y1</th>
<th>Y2</th>
<th>Y3</th>
<th>Y4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Enterprise Customers</td>
<td>490,000</td>
<td>1,050,000</td>
<td>1,300,000</td>
<td>4,100,000</td>
</tr>
<tr>
<td>Integration/Channel partners</td>
<td>110,000</td>
<td>1,500,000</td>
<td>3,500,000</td>
<td>6,200,000</td>
</tr>
<tr>
<td>Self-service subscriptions</td>
<td>35,000</td>
<td>90,000</td>
<td>150,000</td>
<td>300,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>635,000</td>
<td>2,140,000</td>
<td>4,950,000</td>
<td>10,600,000</td>
</tr>
</tbody>
</table>

|                      |        |        |        |        |
| **Operating Expenses** |       |        |        |        |
| CEO                  | 100,000 | 110,000 | 120,000 | 130,000 |
| Engineering          | 310,000 | 680,000 | 920,000 | 1,335,000 |
| Sales & BD           | 285,000 | 390,000 | 780,000 | 1,300,000 |
| Marketing            | 65,000  | 130,000 | 205,000 | 345,000 |
| Customer Support     | 60,000  | 100,000 | 140,000 | 200,000 |
| Admin & Incidentals  | 30,000  | 75,000  | 100,000 | 200,000 |
| Corporate rental     | 50,000  | 50,000  | 80,000  | 120,000 |
| **Total**            | 900,000 | 1,535,000 | 2,345,000 | 3,630,000 |
| **EBITDA**           | -265,000 | 605,000 | 2,605,000 | 6,970,000 |
| **Head count**       | 7      | 17     | 24     | 39     |

*SV Speak: Hitting the Numbers*

[www.earlygrowthfinancialservices.com](http://www.earlygrowthfinancialservices.com)
Financial: Unit Economics

Gross Margins will be >45%.

Price: $40 $50 $60

Bouq: $18 $24 $28

2 Bouqs: $23 $27 $32

3 Bouqs: $42% $45%

SV Speak: Get Behind the Numbers

www.earlygrowthfinancialservices.com
SV Speak: Financial Runaway
### Slide 9: Key Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Aug-14</th>
<th>Sep-14</th>
<th>Dec-14</th>
<th>Mar-15</th>
<th>Jun-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross marketplace revenue ($)</td>
<td>145,000</td>
<td>155,000</td>
<td>230,000</td>
<td>308,000</td>
<td>410,000</td>
</tr>
<tr>
<td>Net marketplace revenue ($)</td>
<td>40,000</td>
<td>42,000</td>
<td>62,000</td>
<td>83,000</td>
<td>111,000</td>
</tr>
<tr>
<td>Projects activated (#)</td>
<td>77</td>
<td>105</td>
<td>141</td>
<td>188</td>
<td>251</td>
</tr>
<tr>
<td>Recruiters online (#)</td>
<td>168</td>
<td>190</td>
<td>253</td>
<td>337</td>
<td>449</td>
</tr>
<tr>
<td>Team size (FTE)</td>
<td>16</td>
<td>17</td>
<td>20</td>
<td>24</td>
<td>26</td>
</tr>
</tbody>
</table>
Investors & Advisors

David Tisch
Founder, TechStars NYC

Thomas Korte
Founder, AngelPad

Robert Stephens
Founder, GeekSquad

Katherine Barr
General Partner, MDV

Yulie Kim
VP Product, One Kings Lane

Shelby Clark
Founder, RelayRides

SV Speak: Friend of the Firm

www.earlygrowthfinancialservices.com
Raising $500k via Convertible Note
$4M Valuation Cap, 20% discount

Previous Funding: $440k via Convertible Note

Next 6 Months
Key Hires - Engineering (Web & Android), Sales
Customer Acquisition
- 15 SMB contracts
- 4 Enterprise contracts
Product
- Android SDK Completion
- Improve Web Onboarding Process
- Ops Infrastructure Scaling
- 3rd Party & Enterprise Integrations

SV Speak: overcooked valuation
## Appendix - Exit Strategy

<table>
<thead>
<tr>
<th>Turner</th>
<th>IMG</th>
<th>Cisco</th>
<th>USA TODAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Q2 2012, Time Warner Inc’s Turner cable network acquired Bleacher Report for $175mm. Turner Sports is an industry leader in televised sports, airing championship-level sporting events on TBS, TNT and truTV. Enthuse has the opportunity to partner with Turner Sports in Q1 2013 - empowering Turner to have a social loyalty program around March Madness and other major sports events.</td>
<td>Global leader in sports. Enthuse has worked with IMG (SF &amp; NYC) in the past on a few of their sports properties (e.g., West Coast Conference Championship).</td>
<td>Cisco has established itself as the global leader in sports technology at the stadium level. Its “Connected Sports” systems control everything from LAN to digital signage to stadium wifi. In 2013 the company will be focused on the “last mile” of the fan experience, which is mobile and the application layer.</td>
<td>USA TODAY Sports Media Group (SMG) just created in Jan 2011 and is aggressively acquiring sports technology platforms to gain market share in the space. Enthuse has the opportunity to launch partnership with SMG in Q1 2013 with their highsports.by.net asset - empowering SMG to provide a social loyalty platform for their existing 7,500 high school partners.</td>
</tr>
</tbody>
</table>

### Others:
- Yahoo! Sports
- CBS Sports
- Fox Sports
- Creative Artists Agency

*proprietary & confidential*