

Key Slides in Your Pitch Deck

Hire an Esquire

MISSION / VISION

Staff Differently
SaaS Staffing for the Enterprise Legal Market

Problem

Planning and organizing trips is like herding cats. Current tool sets are fragmented and use separate mediums, some of which are online and some are desktop applications.

PROBLEM / SOLUTION

Excel
Word Docs
Flickr/Flickr
Web Site
Facebook

MARKET OPPORTUNITY

1+ billion dollar market opportunity

33.9 B sq ft, 53 M units
\$1.6 B (Hardware) services
Buildings

Total

Workstations and
printers, US office
buildings > 5k sq ft.

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

Units
/yr SaaS

(\$/unit) (\$/sq ft) (\$/sq ft)

Go-to market strategy

MARKET STRATEGY

Partnerships (70%)
Direct Sales (20%)
Descriptions (5%)

Integration (Enterprise)

ENTERPRISE

Can we become a core part of enterprise SOA?
Technology lock-in through partnerships with BYOD, Application Development, whilst using direct sales to build initial traction & respectable client base

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
- YouTube

TECHNOLOGY

Competitors

COMPETITION

Feature	WebIP	DomainR	MarkMonitor
Domain Renewals	Y	N	N
Domain Registration	Y	N	N
List 3rd Party Domains	Y	N	N
Domain Monitoring	Y	N	N
Trademark Listing	Y	N	N
Trademark Monitoring	Y	N	N
Trademark Search	Y	N	N
Brand X	Y	N	N
Case I	Y	N	N
Comps	Y	N	N
MULTI	Y	N	N
Parent/Child Restrictions	Y	N	N

Financial: Unit Economics

Gross Margins will be >45%

Price: \$40, \$50

Margin: COGS

Units	Price	COGS	Gross Margin
1 Boxes	\$40	\$24	40%
2 Boxes	\$80	\$48	40%
3 Boxes	\$120	\$72	40%

Current Raise

FUNDING REQUIREMENTS

Seed Round of \$750k @ \$2.00

Use of proceeds

- Focus on direct sales to build immediate revenue
- Build partnership program
- Enterprise customers by June 2012
- Community, documentation, improve core product features

Milestones

MILESTONES

- July: Product: prototype; Financing: pre-seed round
- Sept: Product: private beta; Customers: 100
- Oct: Product: public launch; Customers: 150
- Jan: Financing: Seed Round; First profit

Management Team

MANAGEMENT TEAM

Steve O'Connor
+8 years experience

Designer

**Slides courtesy of Marc Phillips' [Inside Silicon Valley: How the Deals Get Done](#), available on Amazon

www.earlygrowthfinancialservices.com