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[INSERT COMPANY LOGO]

## INVESTMENT OPPORTUNITY

[DESCRIBE COMPANY E.G. TECHNOLOGY START UP]

[INSERT DATE OF PRESENTATION]

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# RISK WARNINGS

The following does not constitute an exhaustive list of risk warnings.

- Investing in early-stage companies involves risks. Such risks include a potential lack of liquidity, lack of dividends, loss of investment and dilution. Any investment should only be done as part of a diversified portfolio. Investors should understand these risks and make their own decisions in respect of these investments. If you decide to invest in the Company, you should be prepared to lose all of your investment.
- Before investing in the Company, you should carry out your own due diligence and verify any information on which you rely for the purpose of making your investment. You should consult with external legal, investment, commercial and financial advisers as appropriate.
- Unless and until an IPO or other liquidity event takes place in relation to the Company, the shares in the Company are likely to be illiquid. Accordingly, you are not likely to be able to sell your shares easily if you need to do so.
- As a start-up company, the Company relies on a small number of key individuals (i.e. the Founders) for its success. If one or more Founders cease to be involved with the Company for any reason, the Company may be unable to continue to operate and deliver on its business plan.
- [The Company relies on key intellectual property rights such as patents, trademarks, copyrights and know-how that may not be fully protected at this stage. Failure to secure protection for such rights or such rights being challenged by third parties may have an adverse effect on the Company.]

## RISK WARNINGS (CONTINUED)

- As the Company grows its size, it may face operational challenges that are not currently envisaged. The Company may be unable to overcome such challenges in whole or in part and this may result in the Company being unable to grow in the way envisaged.
- As a minority/passive investor in the Company, you are unlikely to be able to be involved in the management of the Company or have access to real-time information on the Company's performance. The Company might grow and develop in a way that is different from that currently envisaged as it seeks to pursue opportunities in a constantly evolving market.
- Other companies, including more established players, may compete with the Company and offer products or services that are similar to those offered by the Company. This may result in the Company being unable to establish itself in the way envisaged.
- If the Company raises further capital from investors and you do not participate in such fundraisings, it is likely that your ownership interest in the Company will be diluted in which case you will participate in a reduced share of the Company's future profits.
- [COMPANY TO ADD ANY ADDITIONAL RISK FACTORS SPECIFIC TO ITS BUSINESS OR CIRCUMSTANCES]

# BUSINESS DESCRIPTION

- [EXPLAIN THE COMPANY'S BUSINESS AND ITS PRODUCT]
- [MENTION 3-6 KEY BENEFITS OF THE PRODUCTS]
- [AVOID OVERLY TECHNICAL LANGUAGE]
- [FOCUS ON WHAT CUSTOMERS CAN GET OUT OF THE PRODUCT]
- [AVOID OBVIOUS FEATURES, FOCUS ON WHAT MAKES YOUR COMPANY UNIQUE]

# THE PROBLEM

- [WHAT IS THE PROBLEM THAT YOUR COMPANY SEEKS TO RESOLVE?]
- [WHAT GAP HAVE YOU DISCOVERED THAT NO OTHER SERVICE/BUSINESS IS OFFERING?]
- [KEEP THIS SLIDE TO 3-5 STATEMENTS THAT SHOWCASE YOUR UNDERSTANDING OF THE MARKET]
- [MAKE SURE THESE STATEMENTS ARE VALIDATED BY REPUTABLE EVIDENCE, SUCH AS DATA]