

HOW TO REACH THE WIZARD OF OZ (Investor)





// If we walk far enough, we shall sometime come to someplace."

— Dorothy, The Wonderful Wizard of Oz

Common Mistakes

INVESTOR \neq CUSTOMER



Common Mistakes

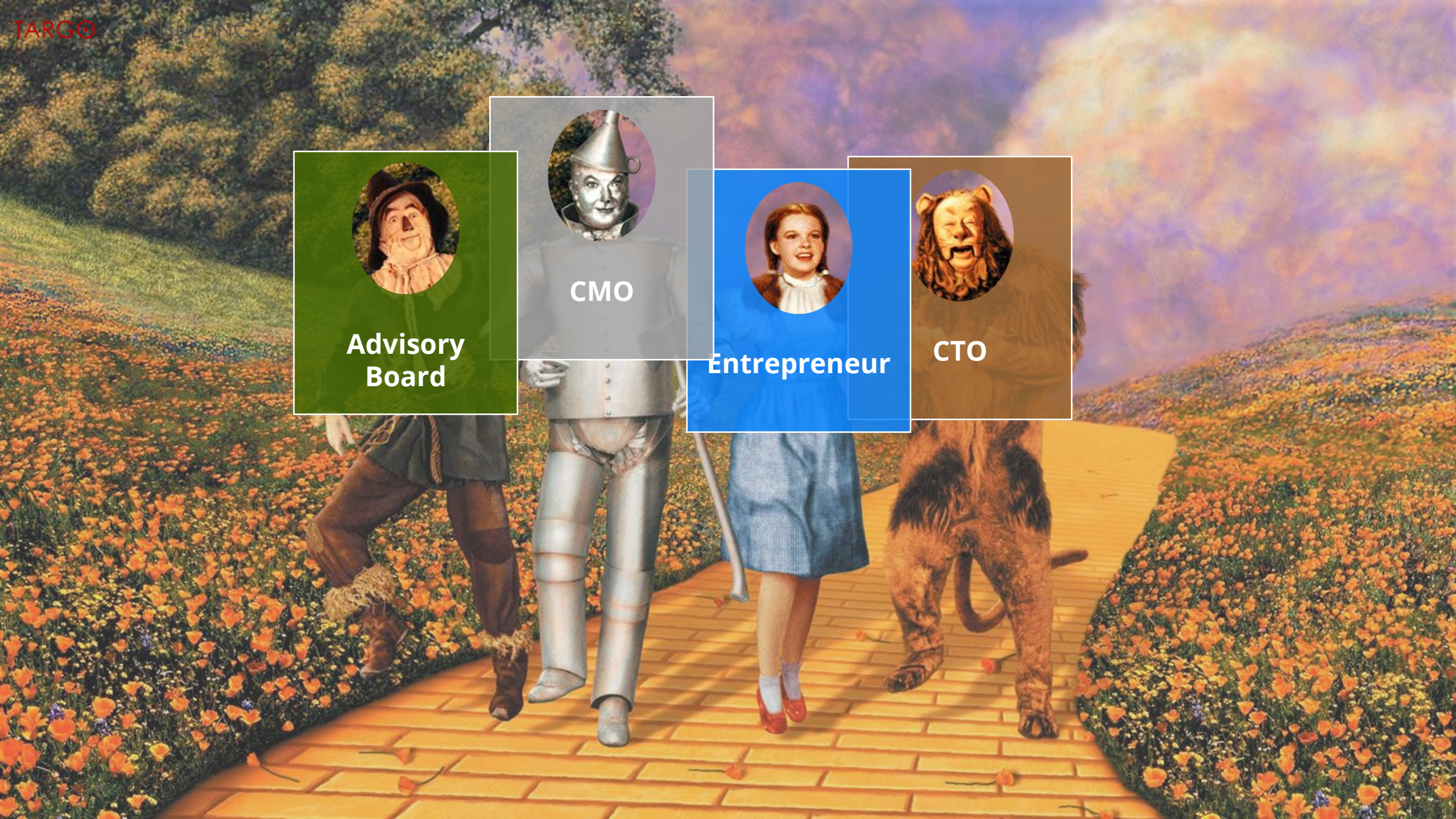
Octopus Syndrome



Common Mistakes

All in one / One stop shop





Advisory
Board



CMO



Entrepreneur



CTO

01 POC

Proof of Concept

02 Working Prototype

MVP / Alpha / Beta

03 Intellectual Property

Provisional / PCT / Approved Patent



Build A Business Plan

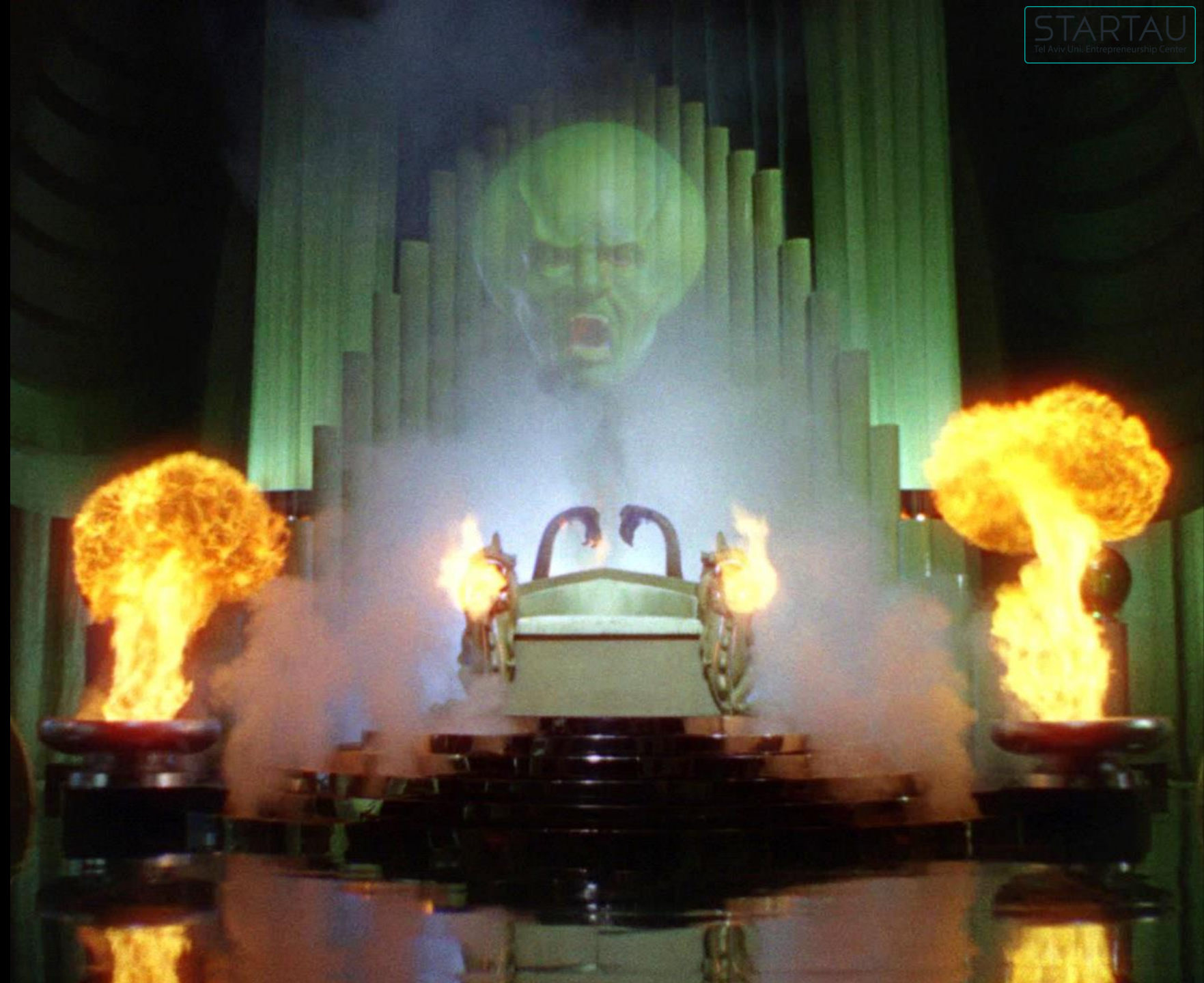
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By putting your thoughts on paper, you can understand your business better and formulate the venture's roadmap.

What?



Business plan is
the base for
One-Pager
&
Pitch Deck



One Pager



Stage: Sales & Scaling

Industry: SaaS/Adtech

Traction:

- (i) XXX paying users
- (ii) \$X,XXX User Lifetime Value
- (iii) >XX% annual retention rate

Founders: 3

Pre-money Valuation: \$X.XM

Required Funding: \$XXXK

Projections:

	Revenues	Active Users
Y1	\$1M	2500
Y2	\$3.6M	5000
Y3	\$7.2M	10000

Management Team:

Moshe Cohen, Co Founder & CEO

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Yitzhak Yitzhaki, Co Founder & CTO

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Yigal Hazan Co-Founder & COO

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Problem - \$XXB Tincidunt ornare massa eget

1/4 Quis commodo odio

Vel quam elementum pulvinar etiam

Our Solution

Est pellentesque elit ullamcorper dignissim. Leo vel fringilla est ullamcorper.

Products

BIBENDUM UT TRISTIQUE -Leo in vitae turpis massa sed elementum tempus egestas

FAUCIBUS NISL- Ultrices neque ornare aenean euismod.

MALESUADA FAMES- Arcu non odio euismod lacinia at.

Growth Strategy

- Vulputate. Dui nunc mattis enim ut tellus elementum sagittis vitae. Varius morbi enim nunc faucibus.
- Phasellus. Commodo sed egestas egestas fringilla phasellus faucibus. Sed risus pretium quam vulputate dignissim suspendisse.
- Auctor. Eget velit aliquet sagittis id consectetur purus. Nam aliquam sem et tortor consequat.

User Lifetime Value

\$XXX

Annual Revenue / User

XX Years*

User Lifetime

\$XXX

User Acquisition Cost

\$X,XXX

User Lifetime Value

Value Proposition

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Cursus mattis molestie a iaculis at erat. Vestibulum lectus mauris ultrices eros in cursus.

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The Company

As Indigo, an Israeli company, revolutionized the printing industry with a new digital printing, GlucoCheck will revolutionize the SBGM industry due to No More Fingertip- & Pain with the only non-fingertip pain-free blood glucose meter (BGM) that meets the requirements of the FDA as a permanent replacement for the traumatic fingertip-stick SBGM. .

Self-Blood-Glucose-Monitoring (SBGM)

Self-blood-glucose-monitoring (SBGM) - SBGM at home is a most important tool for controlling diabetes disease, which allows to adjust the appropriate dosage of insulin and other medications, to detect in real-time hypoglycemia and hyperglycemia, to determine the appropriate exercise for each patient (the treatment). Recent study published by www.jama.jamanetwork.com Journal of the American Medical Association states that: "after mean of 27 years of a clinical study follow-up: "Brings good new for people with Type 1 who comply to intensive SBGM, but it brings bad new for diabetics Type I who do not comply to intensive SBGM":

- "Those who control their blood glucose due to intensive SBGM are likely to live much longer than those who do not".
- "33% reduction in deaths due to intensive SBGM"

The Problem with SBGM Towards the Need

Without fingertip no self-blood-glucose-monitoring (SBGM) was possible. Due to major physiological advantages from SBGM aspects, over all other sites (Alternate Sites),such as big blood samples and the most accuracy blood glucose results, fingertip-stick is defined by the FDA as Gold Standard with all glucose meters. Without fingertips diabetics would have to perform SBGM not at home by SBGM, but in medical clinics from the vein. **From end users perspective fingertip-stick a major barrier to SBGM** - Unfortunately, fingertips are probably the most sensitive organ in our body, resulting in a sharp pain during and after finger-stick - Which leads to a major barrier for SBGM for most diabetics to conduct SBGM. According to the American Diabetes Association: "21% of Type 1 diabetes (insulin treated) never check their blood glucose. Of those insulin-treated Type 2 diabetes 47% never monitored. Among those with Type 2 diabetes who were not using insulin 76% never checked". According to the Journal of Diabetes Nursing, Vol. 6 2002, Pain, Distress and Blood Glucose Monitoring Survey, by Sue Craddock and Jan Hawton: The reasons for poor glucose monitoring have been explored (Polonsky, 1999; Rubin and Peyrot, 2001), and barriers to Self-blood-glucose monitoring (SBGM) have been shown to be multi-factorial. "The pain of constant finger-pricking has been identified as the major barrier to SBGM".

GlucoCheck Competitive Advantage

Powerful Competitive Advantage Over all Finger BGMs Due to a Differentiation Product- According to the Journal of Science & Technology (<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2769893/>), "Achieving significant product differentiation in the eyes of the diabetes patients and Insurance payers, is a factor for market success in this highly competitive market. Differentiation is the key to market success.

- GlcoCheck will be the only company in the world that will gain a differentiation BGM

Development Achievements

- Proof of concept preliminary prototype – In house tests done with a preliminary prototype that implements our non-fingertip platform technology has p
- Advanced designed prototype – We are about completing an advanced designed working prototype (see in the picture at the cover page).

No technology or development risks

Intellectual Property (IP)

- Patent Pending: PCT/IL2014/050648, no patent problem
- Patent survey – Conducted by Cyntia Webb & Co., insures no infringe any other patent in this field.

Go-to-Market Strategies

- Business model world-wide- Revenues generated from selling the proprietary disposable blood test strips and lancets **dedicated only to GlucoCheck**
- Marketing strategy – Strategic Partnership with one of the big four BGM players (if possible).
- Manufacturing strategy – Strategic Partnership with a big manufacturer from Israel as an exclusive subcontractor for GlucoCheck.
- Reimbursement – GlucoCheck will arrange reimbursement approvals in all possible countries, so that medical payers will cover by 80%-95% the exp almost free of charge).
- Pricing strategy – End user price of the BGM about \$120, while the disposable test strips to be competitive to other BGM companies but not more than

Regulatory Status

510 K (the short-track) - According to Hogan & Lowell Israel office (our FDA consultant), the integrated blood sampling device meets 510K.. **The BGM will be licensed with FDA approval**

The Market & Market Potential

What Makes for the Best Pitch?

Problem Overview



Our Solution



Added Value



Market & Competition



Milestones & Financials



Team



Tell an Interesting Story



Make it Interactive



Keep It Short

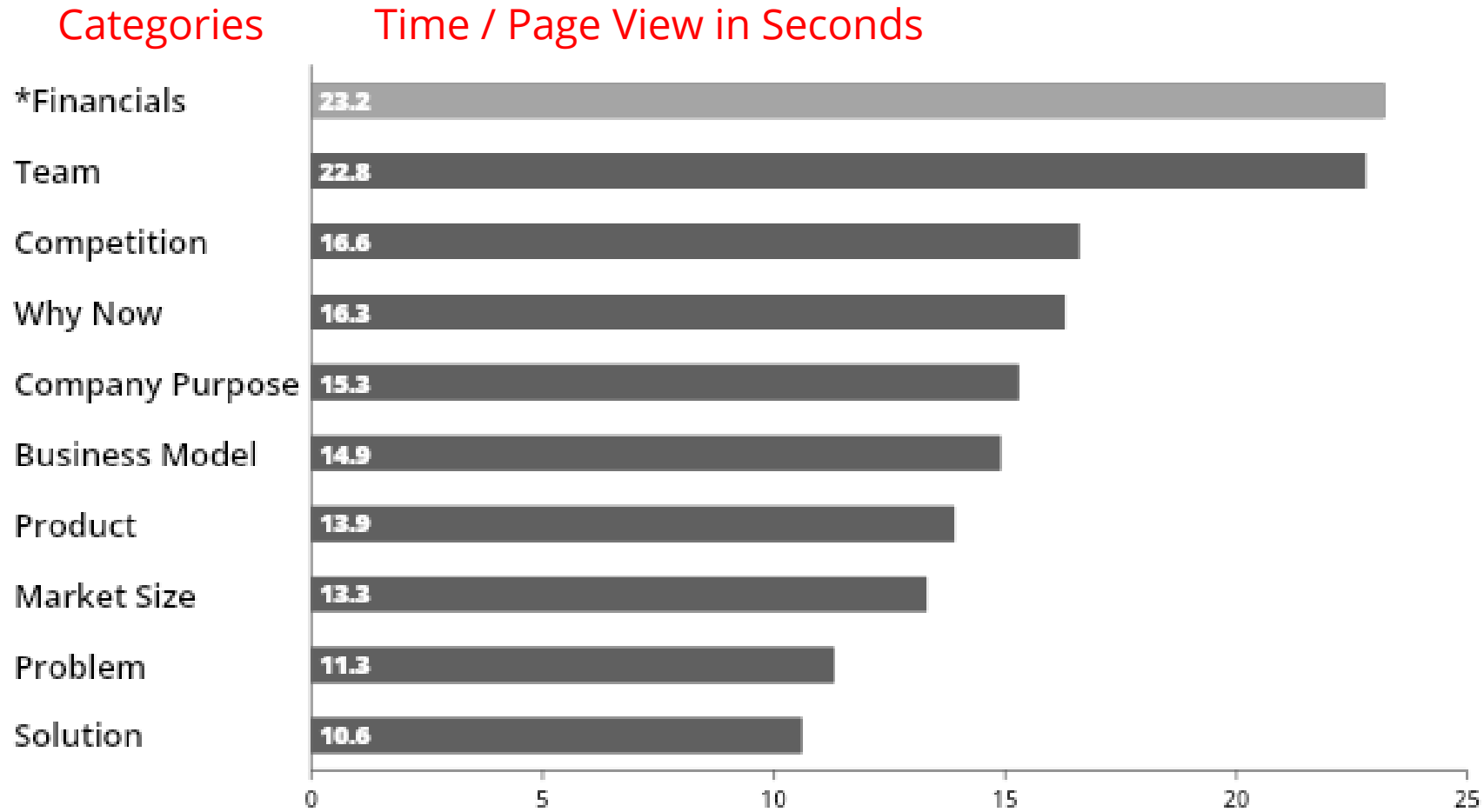


Clean Design



Visualize Key Points

Which Pages Matter the Most?

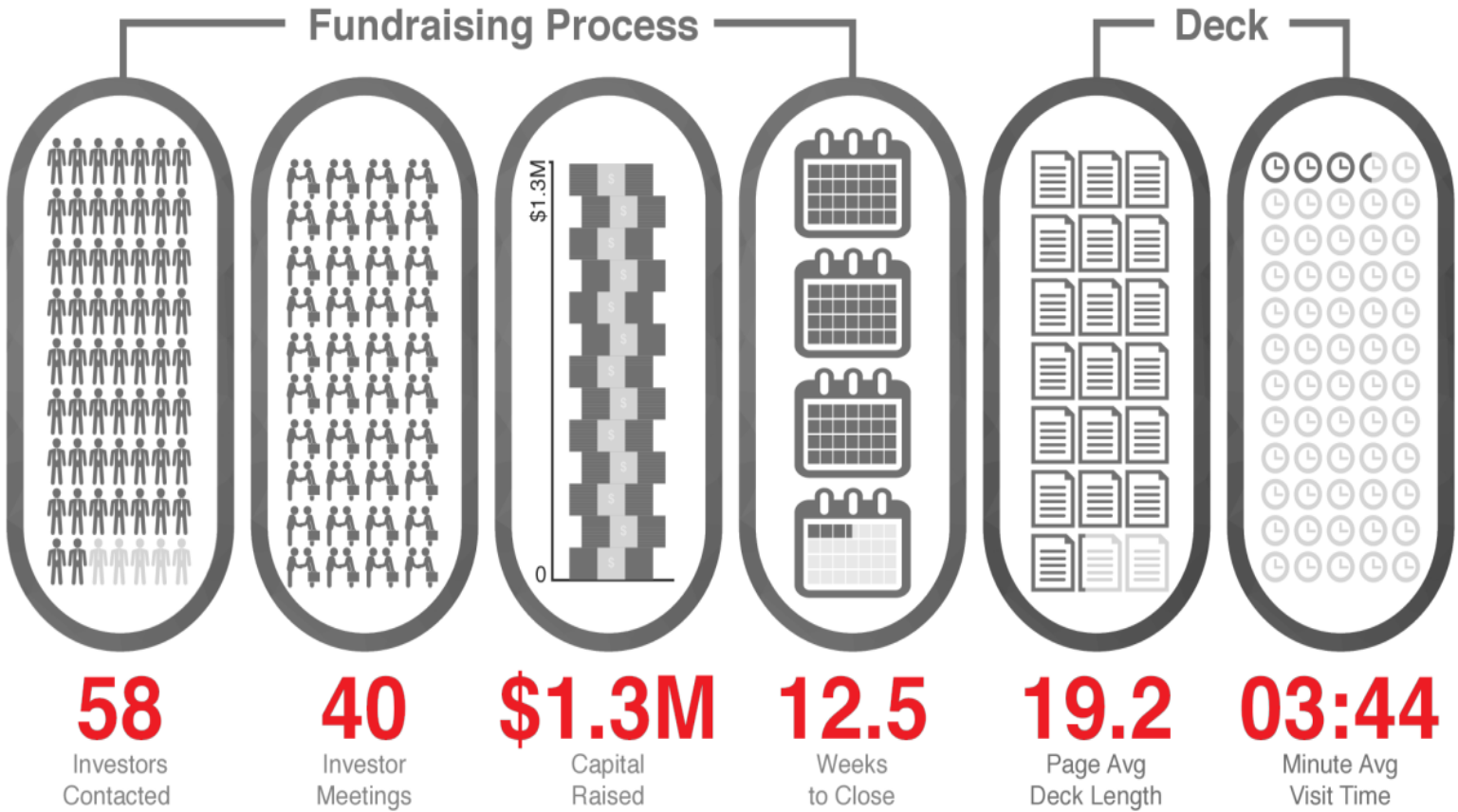


Fundraising

- Finders
- LinkedIn
- Networking at Meetups & conferences
- Equity Crowdfunding
- Marketplaces for Investors
- Friends and Family



Average Series Seed Raise



There Is No Place Like Home

TARGO CONSULTING
Planning & Funding

A Practical Approach To
The Consulting Process