ASHME
Alaska Society of Healthcare Managers and Engineers

INFANT SECURITY TECHNOLOGIES

JOIN ASHME AS WE TALK ABOUT INFANT SECURITY TECHNOLOGIES WITH STANLEY HEALTHCARE

SAVE THE DATE!!

October 17th 2018
12:30 pm AST
Virtual Meeting with instructions to Follow

PRESENTATION COVER TITLE

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT.

About Us

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The Problem

Declining Market

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Financial

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Trust

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Cost

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Margins

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Solution

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Prioritize

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Authorize

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Monetize

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Product

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Unique

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First to Market

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Tested

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Authentic

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Emphasize your main benefit

Other benefits include

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SECTION DIVIDER

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Business Model

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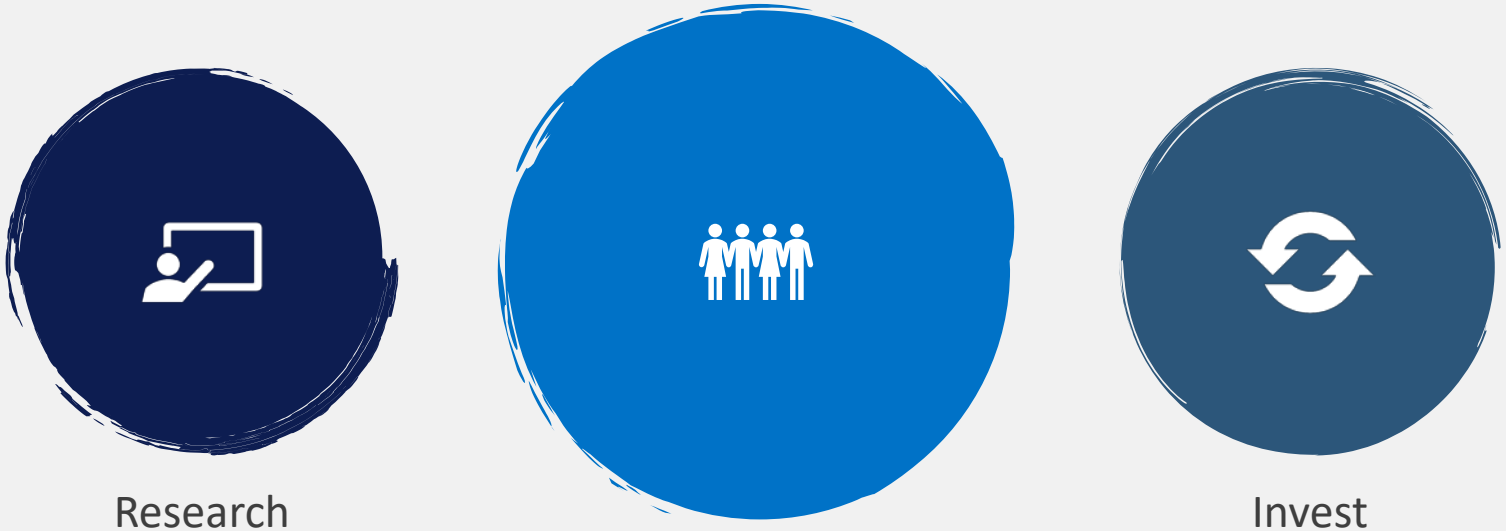

Research

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Finance

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Invest

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Market Opportunity Option 1

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$1B

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$2B

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Market Opportunity Option 2

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$3B

Opportunity to Build

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$2B

Freedom to Invent

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$1B

Few Competitors

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Competition Option 1

Contoso Pharmaceuticals

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Competitor

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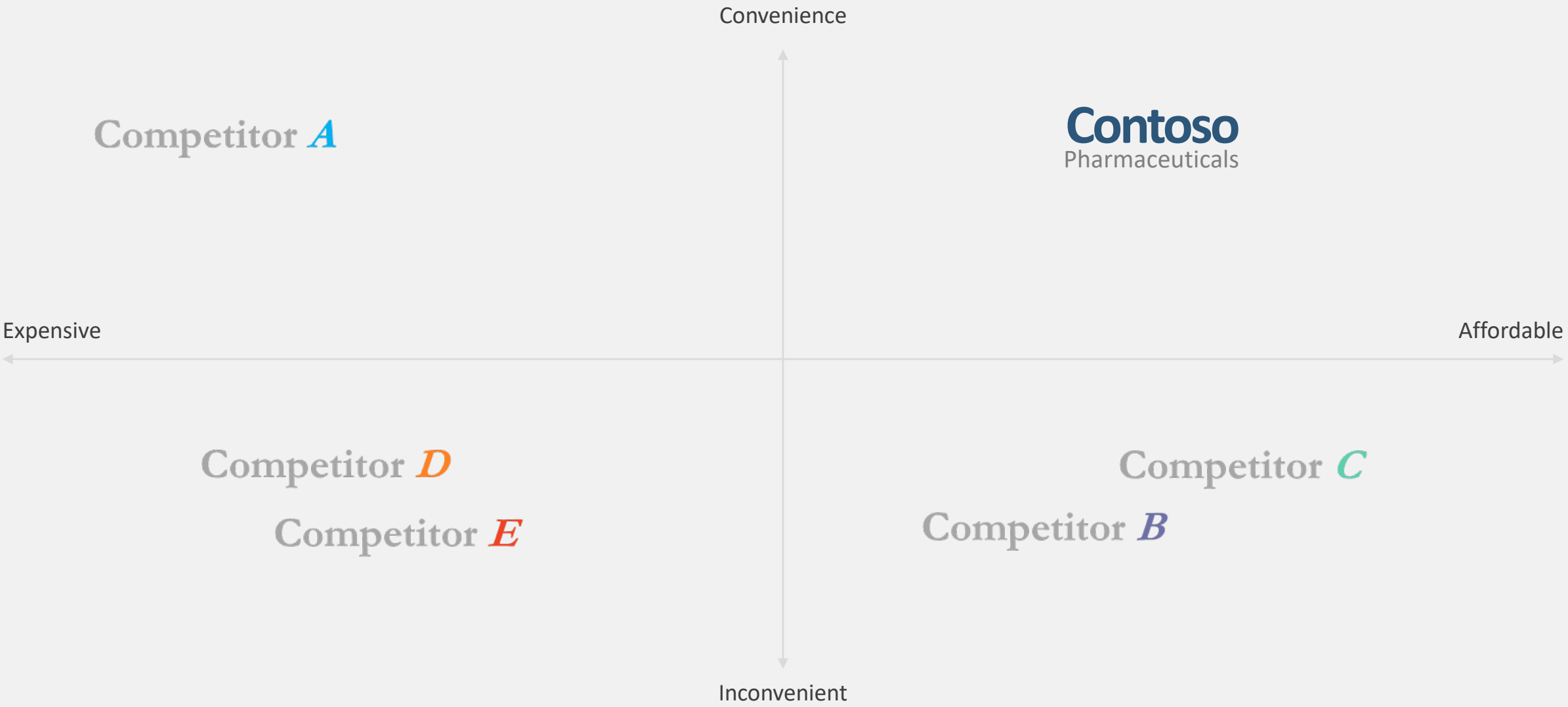
Competition Option 2



Growth Strategy

How will we scale in the future

Phase 1
Month, Year

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Phase 2
Month, Year

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Phase 3
Month, Year

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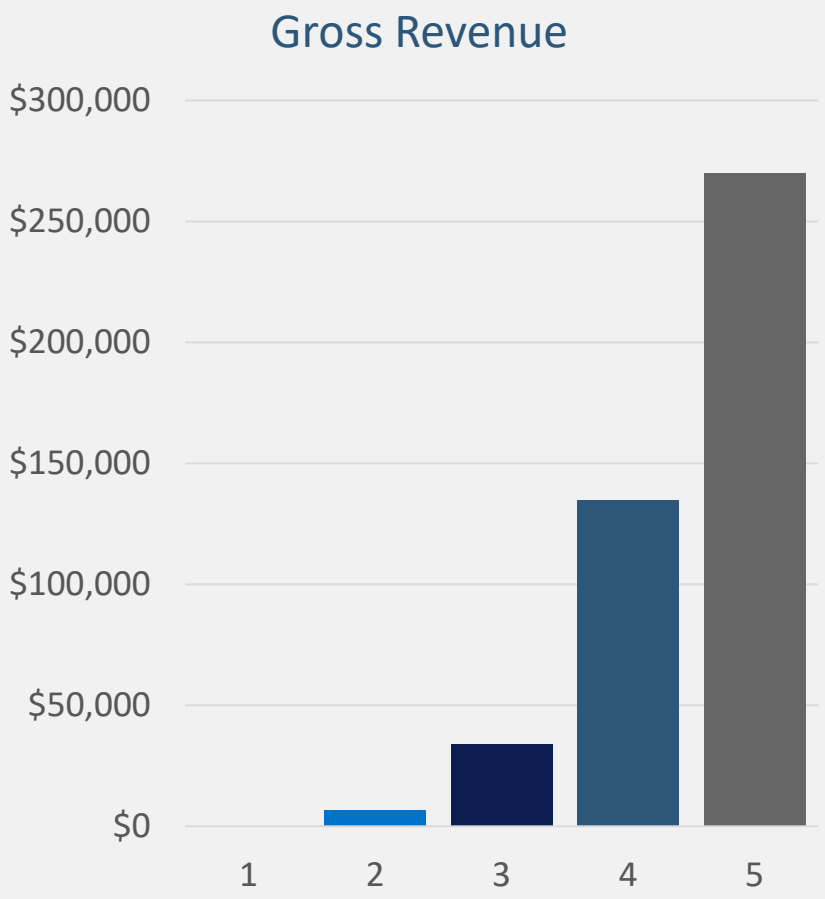
Traction

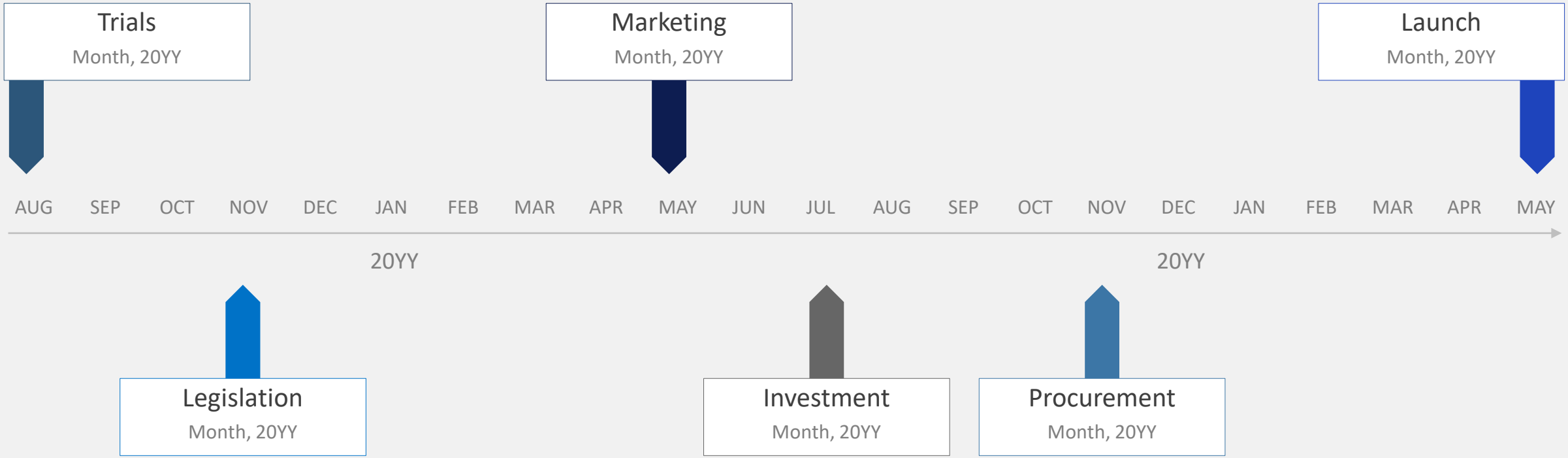
Forecasting for success

	Vendors	Users	Gross Revenue	Company Revenue
20YY	0	0	$0	$0
20YY	10	100	$6,750	$1,013
20YY	50	500	$33,750	$5,063
20YY	200	2000	$135,000	$20,250
20YY	400	4000	$270,000	$40,500



Timeline

Our two-year action plan



Financials

	Year 1	Year 2	Year 3	
Detailers	5,000	40,000	160,000	
Users	50,000	400,000	1 600,000	
Sales	500,000	4 000,000	16 000,000	
Average Price per Sale	75	80	90	
Revenue @ 15%	5 625,000	48 000,000	216 000,000	
• Cost of Revenue	0	0	0	
Gross Profit	**5 625,000**	**48 000,000**	**216 000,000**	
Expenses				
• Sales & Marketing	5 062,500	38 400,000	151 200,000	70%
• Customer Service	1 687,500	9 600,000	21 600,000	10%
• Product Development	562,500	2 400,000	10 800,000	5%
• Research	281,250	2 400,000	4 320,000	2%
Total Expenses	**7 593,750**	**52 800,000**	**187 920,000**	
EBIT	**-1 968,750**	**-4 800,000**	**28 080,000**	13%

Team

Mirjam Nils

COO

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Victoria Lindqvist

COB

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Angelica Astrom

CFO

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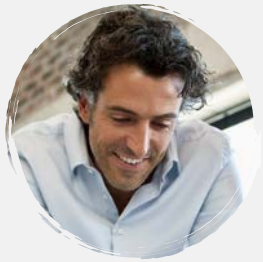
Team



Mirjam Nilsson
COO

Victoria Lindqvist
COB

Alexander Martensson
CFO

Angelica Astrom
Head of Operations

Mira Karlsson
Head of Technical

Flora Berggren
Creative Director

Funding

Fund Category

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Fund Category

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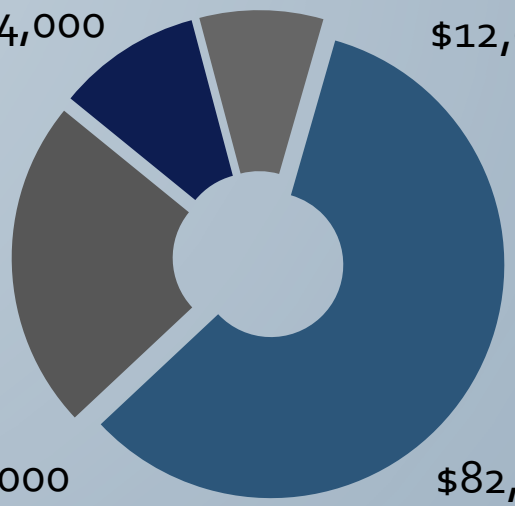

Fund Category

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Fund Category

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Summary

Summary tagline or sub-headline

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THANK YOU

Allan Mattsson

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