



Capital Connects!

Thursday, November 10, 2010
O. Henry Hotel • Greensboro, NC

Entry Guidelines and Sample Executive Summary

Capital Connects ! is a private event designed to match accredited investors, angel and venture funds with growth companies seeking private equity.

Submission Deadline: In order to be considered for Capital Connects!, please submit an application online at www.capitalconnects.com by September 17, 2010.

Executive Summary Format: The summary should be a one-page document, Arial 10-inch font and 1-inch margins. Summaries that deviate from length, format, font size and margin guidelines may not be accepted. (Instructions and a sample are attached.)

Selection: By September 24, 2010, you will receive an email notifying you whether or not you have been selected to attend Capital Connects! If you are selected, you are entitled to have one representative at the event.

Note: All ventures participating in this event will be expected to disclose key company metrics for a period of seven years, including but not limited to annual revenues, jobs created and average annual salary, real estate leased/owned and outside funding received. Individual metrics will not be published or distributed, but will be compiled for aggregate use by Capital Connects.

Number of Presenting Companies: Of the attending companies, a limited number will be selected to make a presentation at Capital Connects! To be selected as a presenting company, you must participate in a pre-selection screening. You do not need to apply separately to present at Capital Connects!

Program Book & Presentation Deadlines: If you are selected to present at Capital Connects!, your final executive summary must be sent to sashton@greensboro.org no later than 5:00pm on October 11, 2010. The summary will appear in a program book to be distributed to investors on the day of the event. A final version of the company's PowerPoint Presentation will be due to the same address on November 01, 2010.

Cancellation: If you are selected to participate in Capital Connects!, you must be available on the day of the event and all aforementioned dates and deadlines. If for some reason you cannot fulfill these requirements, please send a notification of cancellation to sashton@greensboro.org as soon as possible so we may select a replacement venture to profile.

Questions? Contact Stephanie Ashton at 336.387.8316 or sashton@greensboro.org

Key Dates:

09/17/10: Deadline to submit executive summary on website

09/24/10: Notification for attendance and invitation to participate in pre-selection screening

09/29 & 09/30/10: Pre-selection screening days

10/08/10: Notification of selected companies to present

10/11/10: Deadline for final executive summary

11/01/10: Deadline for final PowerPoint presentation

11/10/10: Capital Connects!

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Executive Summary Instructions and Sample

Format:

- One page
- 10 inch, Arial font
- 1 inch margins
- Contains the following components:
 - Problem/Opportunity
 - Solution: Product or Service
 - Marketing Plan
 - Management Team
 - Financial Overview
 - Capital Investment Need

Problem/Opportunity

3 to 5 sentences that are clear, concise and compelling in describing the problem or opportunity that your business is addressing.

Solution: Product or Service

3 to 5 sentences that demonstrate **HOW** your company will solve the problem or take advantage of the opportunity.

Marketing Plan

This section provides clear and concise information on the size of the addressable market, how your company will reach that market and why your product/service will achieve market share and growth. This section includes a few details (concrete examples) of your marketing plan and should leave the reader with a clear overview of your strategy.

Management Team

The management team will be listed here with a brief one or two sentence description of their credentials and how their experience or education prepares them for the position they hold.

Financial Overview

Place a simple 3 or 5 year P&L here. This section gives a quick indication of the company's revenues and EBITDA. Keep in mind that these numbers should not be overstated or conservative. Provide your best estimate.

Capital Investment Need

This section is the "ask". Provide a statement of the amount of capital you are seeking and how the funds will be used.

PRESTO PIE COMPANY
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www.prestopie.com

Problem/Opportunity

The apple pie baking industry has long suffered from high processing costs and excessive waste caused by the need to remove apple skins and seeds prior to baking. Processing and waste handling accounts for 50% of the cost to bake an apple pie or \$1.6 B annually for the industry. The opportunity to reduce these costs would translate to reduced retail prices and an increase in sales.

Solution: Skeedless Apples

Martha’s Apple Engineering Company has developed, tested and patented a genetically modified apple strain that is skinless and seedless. The cost of growing and harvesting this new “skeedless” strain is identical to current strains. The Skeedless Apple, however, eliminates all waste and processing costs of seed and skin removal prior to baking and delivers a superior finished product in 40% less time and at 50% less cost.

Marketing Plan

Existing growers and distribution channels can exploit this \$1.6 B market opportunity. The ease and simplicity of genetically converting existing apple orchards into growing the Skeedless apple and the currently available sales and distribution channels will speed the introduction of the new apple. After completing the simple genetic modification procedure, growers and distributors will not have to change their current production processes. The broad patent protection on the gene and the modification procedure presents a significant barrier to entry for the competition.

Management Team

- Dr. Martha Applewhite, Chief Scientific Officer and founder. PhD genetics, Harvard 1985. Holder of 14 related patents and regarded as a leader in the field of apple engineering.
- John Smith, President and COO. MBA, Wharton 1988. Successful serial entrepreneur having started and sold 3 genetics based companies in the past 15 years.

Financial Overview

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales:	\$255K	2.0M	7.0M	16.1M	32.9M
COGS:	\$153K	137K	1.3M	3.4M	7.8M
EBITDA	\$(501K)	(786K)	1.3M	5.7M	14.1M

Capital Investment Need

- Martha’s Apple Engineering Company is seeking first round financing of \$500,000.
- Funds to be used for:
 - Sales and Marketing (\$5,000)
 - Additional patent filing (\$20,000)
 - Manufacturing ramp up (\$325,000)
 - FDA approval process (\$150,000)