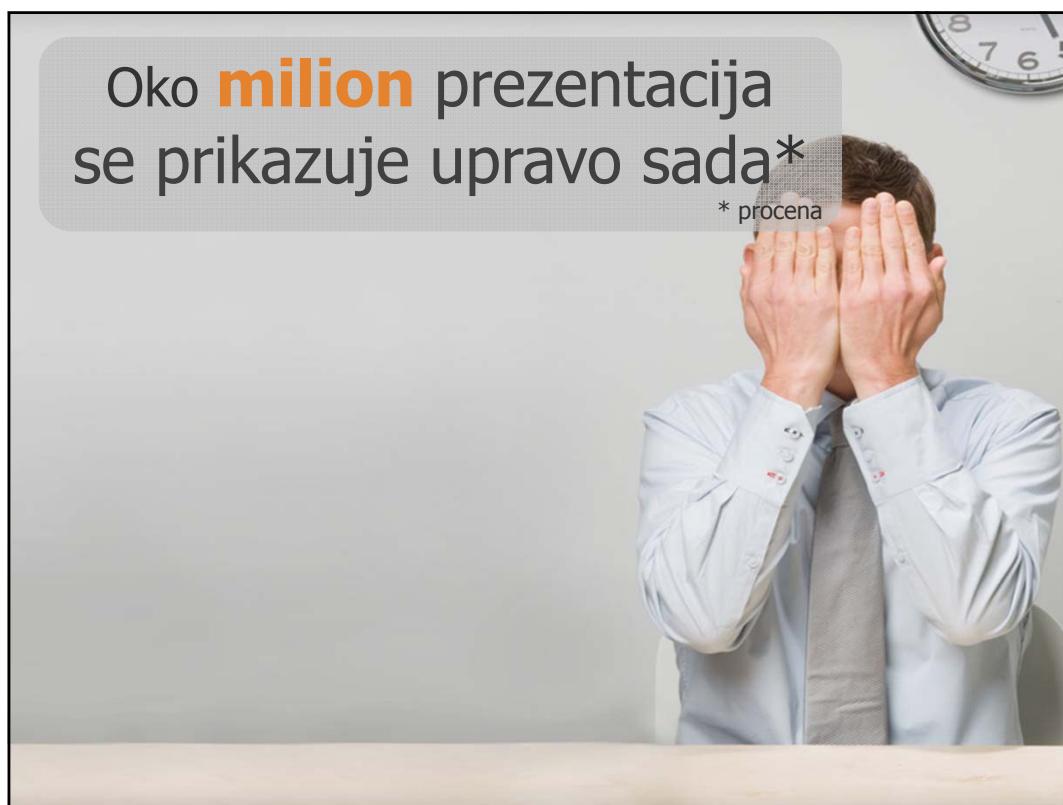




Kako prezentovati ideju, projekat, ...





50% od njih su
nepodnošljive*

*konzervatina procena

Ovoliko su **NEPODNOŠLJIVE!?**



Začarani krug



Učinimo da svet bude
bolje mesto.

Šta je uzrok loše prezenacija...

- ① Značajnost**
- ② Struktura**
- ③ Jednostavnost**
- ④ Vežba**

1 2 3 4

Značajnost

Zašto prezentujete?

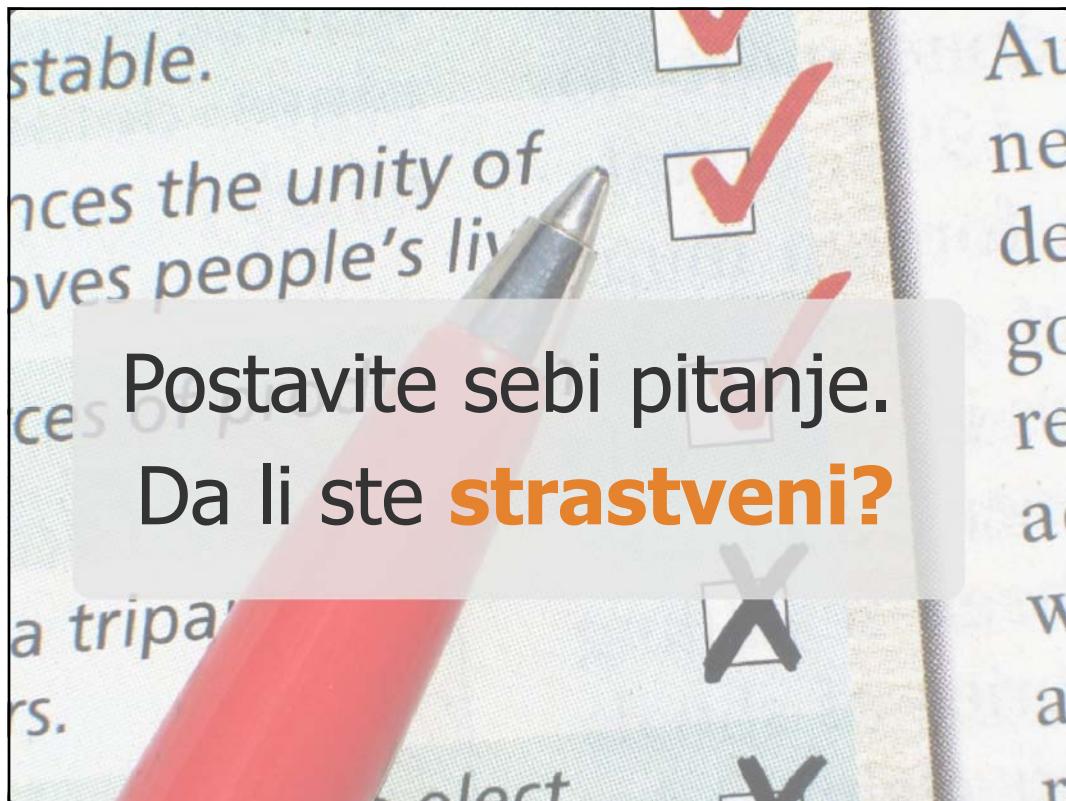
- Da bi "preneli informaciju"?
- Vaš šef vam je naredio?
- Ili iznesete **stav?**



Šta je tema i šta
vam ona **znači?**

Kako prezentacija fukncioniše

- ① Značajnost stvara strast
- ② Strast privlači pažnju
- ③ Pažnja dovodi do akcije









1 2 3 4

Struktura



Struktura je način na koji
gradite elemente vaše priče.

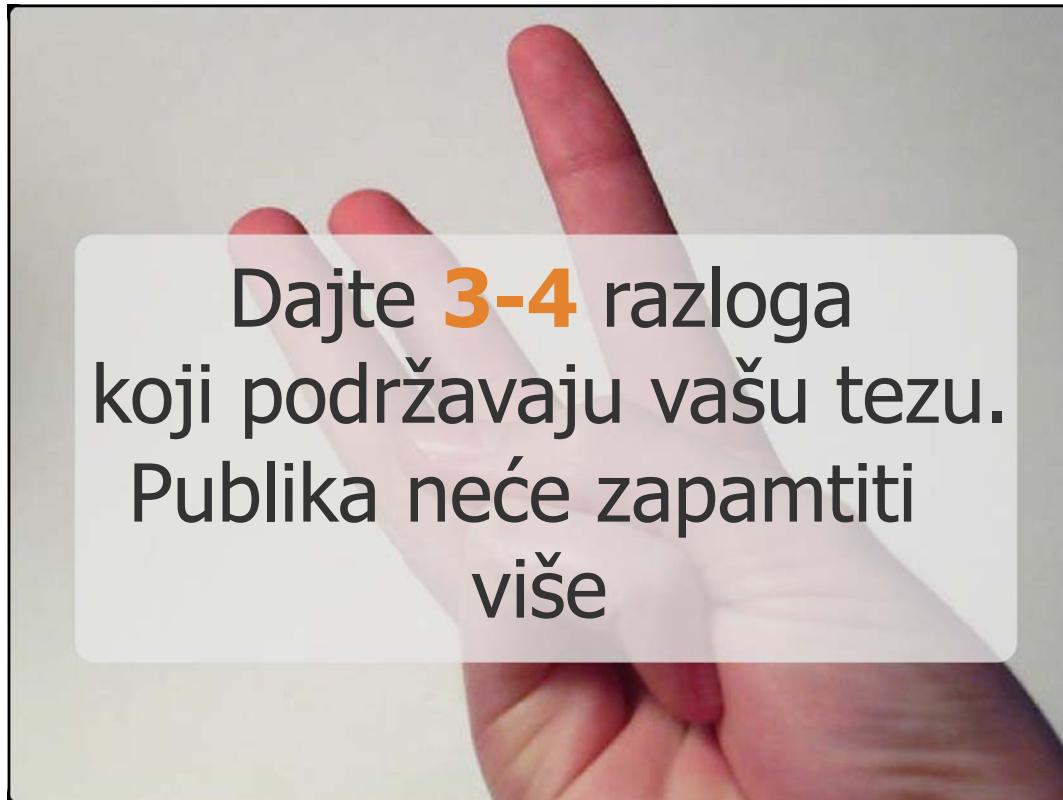
Q: Koju strukturu koristite?

A: Bilo koju – sve dok je:

- ① Uverljiva**
- ② Nezaboravna**
- ③ Prilagodljiva**

Izbor strukture

- ① Problem – Prilaz – Rešenje**
- ② Problem – Rešenje – Logika**
- ③ Zanimljive stvari (ako ima smisla)**



Upečatljivo otvaranje

1 argument

1 Detalj..
2 Detalj...
3 Detalj...

2 argument

1 Detalj..
2 Detalj...
3 Detalj...

3 argument

1 Detalj..
2 Detalj...
3 Detalj...

45 minutes

Upečatljivo zatvaranje

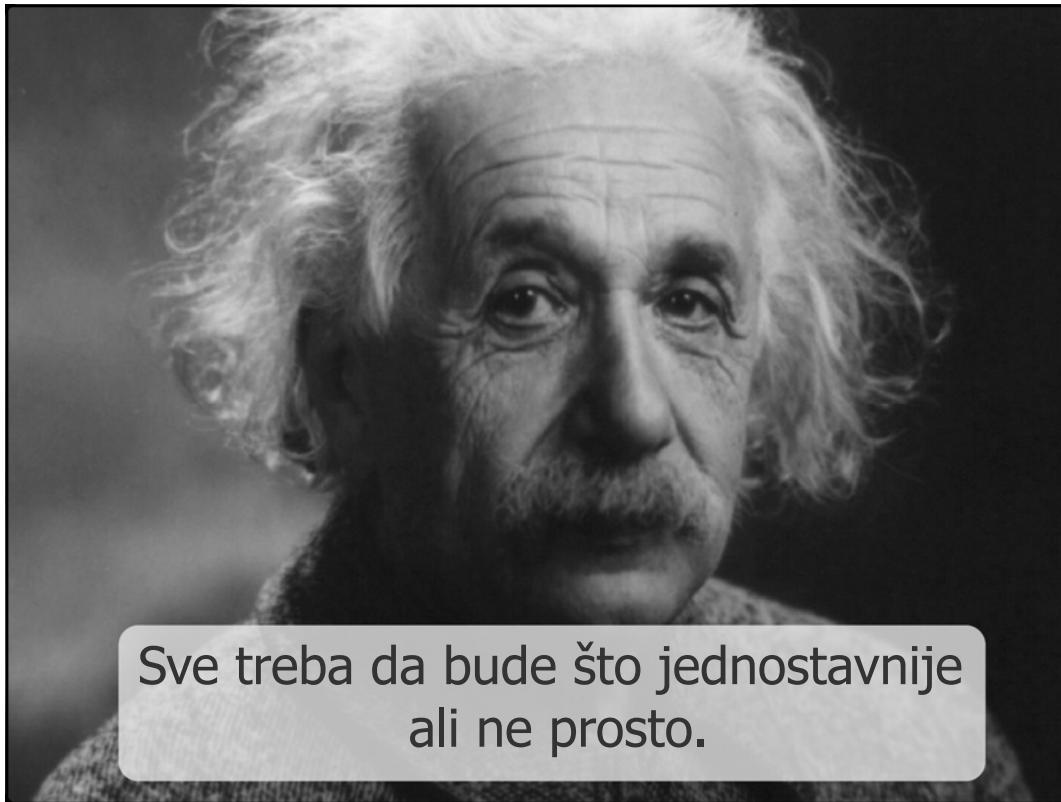
Ovo možete reći u...

- 5 minuta
- 15 minuta
- 45 minuta

Prilagodljivo je.

1 2 3 4

Jednostavnost



Sve treba da bude što jednostavnije
ali ne prosto.

Međutim, pojednostavniti
nije tako jednostavno.
Evo nekih primera.

Предстоящая тарифная кампания

- ФСТ должна утвердить федеральные факторы в новой структуре (они составляют~ 90% от конечного тарифа). После этого региональные регулирующие органы должны утвердить тарифы для конечных потребителей в рамках предельных.
 - Все федеральные факторы будут утверждены 20-30 ноября 2005 года. Причина – задержка Постановления Правительства о порядке вывода субъектов на ОРЭ и утверждения индивидуальных тарифов с ОРЭ.
 - Региональные регулирующие органы должны утвердить тарифы до принятия бюджета субъекта РФ.

**Nemojte da brinete: znanje
o federalnih faktorov
jezika ne romaze mnogo**

16

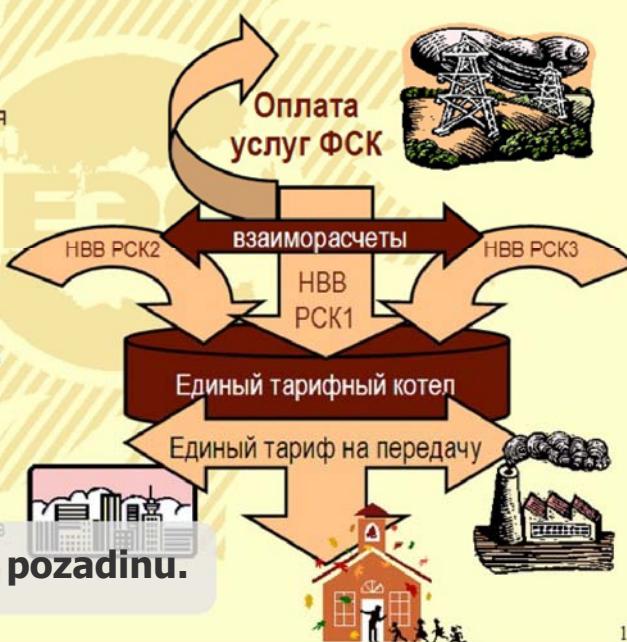
Сетевой тариф

□ «Матрешка» по сбору сетевого тарифа – нижестоящие сетевые организации собирают плату за сетевые услуги для себя и всех вышестоящих сетей, включая сети ЕНЭС (ФСК)

□ «Котловой» способ расчета тарифа – сетевой тариф не по сетевым организациям, а по типам присоединения потребителей (напряжения) в регионе

□ Все сетевые организации оплачивают потери в своих сетях

- Покупка потерь ФСК – включение новой статьи затрат в тариф ФСК и соответствующий з/з на ОРЭМ



Obratite pažnju na pozadinu.

19

Достаточность вагонной составляющей для содержания и обслуживания собственных вагонов, внутренние и экспортные поставки азотных удобрений, 2006 г.

Содержание и обслуживание вагонов: необходимые затраты и затраты, заложенные в Прейскуранте 10-01, 2006 г.

Расстояние (км)	Затраты на содержание вагонов (ставка аренды Р.Р.Д.)	Затраты, которые может направить на содержание в вагонов его владелец, внутренний сообщ., и экспорт через российские порты (кроме ЕПТ)	Затраты, которые не могут направляться на содержание в вагонов его владельца, экспорт через европейские таможенные границы РФ
300 км	160	51	62
500 км	213	70	74
1000 км	213	97	101
1500 км	240	122	117
2000 км	287	145	150
3000 км	320	158	138
4000 км	400	143	244
5000 км	453	138	246
7000 км	560	171	206
9000 км	693	131	502

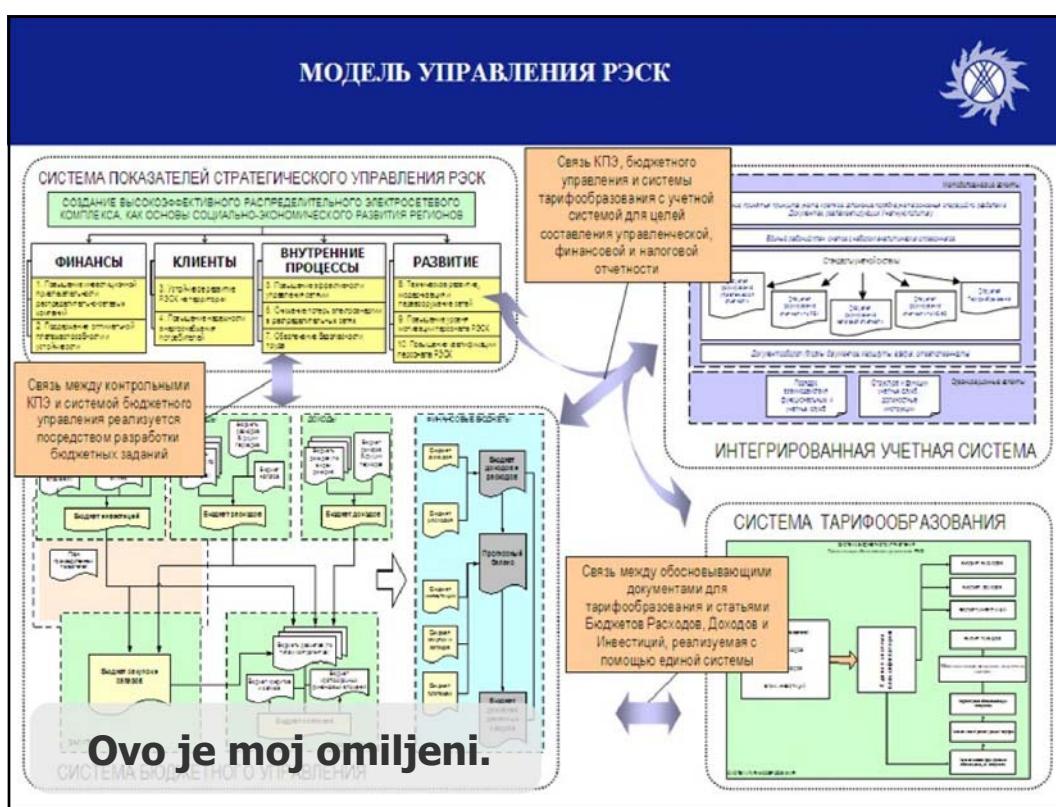
* Реальные затраты – те затраты, которые владелец вагонов может понести, чтобы грузоотправитель сохранил существующий тариф за вагон общего парка, т.е. это разница между тарифом за вагон общего парка и тарифом за кругорейс собственных вагонов (груженый и пустой рейс).

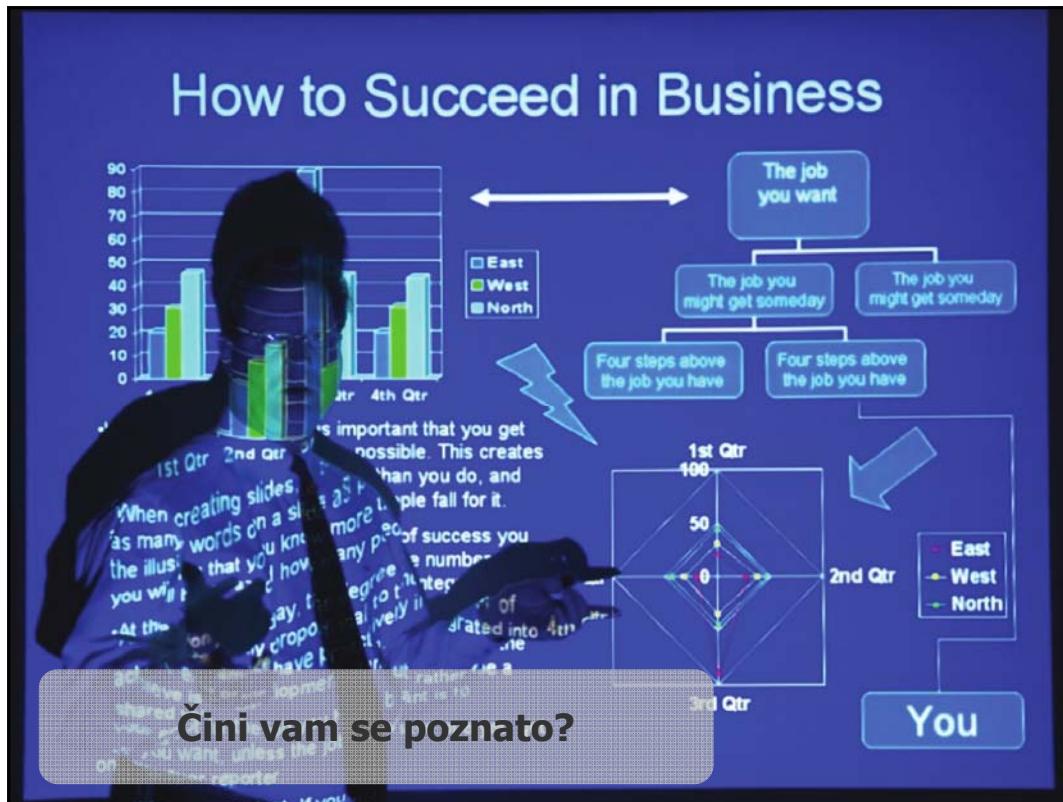
Экспортные перевозки через сухопутные переходы – самые невыгодные для применения собственных вагонов.

Приобретение вагонов для таких перевозок повлечет к удорожанию для грузоотправителя.

Tu su i podaci!

5





PowerPoint vam pomaže da:

- ① Vizualizujte ideje
- ② Istaknite ključne elemente
- ③ Impresionirajte

Koristi se kao:

- ① Sufler
- ② Handouts
- ③ Gomila podataka

Предстоящая тарифная кампания

- ФСТ должна утвердить федеральные факторы в новой структуре (они составляют~ 90% от конечного тарифа). После этого региональные регулирующие органы должны утвердить тарифы для конечных потребителей в рамках предельных.
 - Все федеральные факторы будут утверждены 20-30
- Ljudi čitaju brže nego što govorite.**
Значи да сте **beskorisni**.
- Региональные регулирующие органы должны утвердить тарифы до принятия бюджета субъекта РФ. Во многих регионах это произойдет до утверждения ФСТ федеральных факторов.

16

Сетевой тариф

❑ «Матрешка» по сбору сетевого тарифа – нижестоящие сетевые организации собирают плату за сетевые услуги для себя и для сетей, выше них (ФСК)

❑ «Котловой» способ расчета тарифа – сетевой тариф не по сетевым организациям, а по типам присоединения потребителей в регионе

❑ Все сетевые организации оплачивают потери в своих сетях

- Покупка потерь ФСК – включение новой статьи затрат в тариф ФСК и соответственно уменьшение тарифов на покупку э/э на ОРЭМ

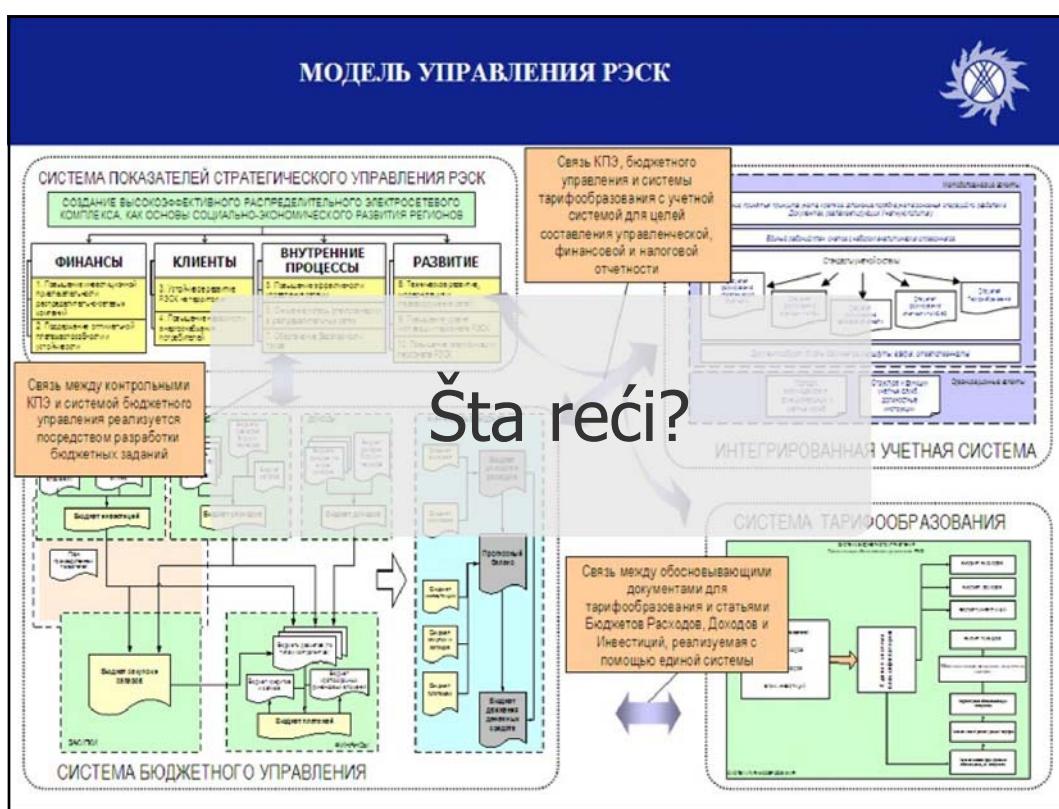
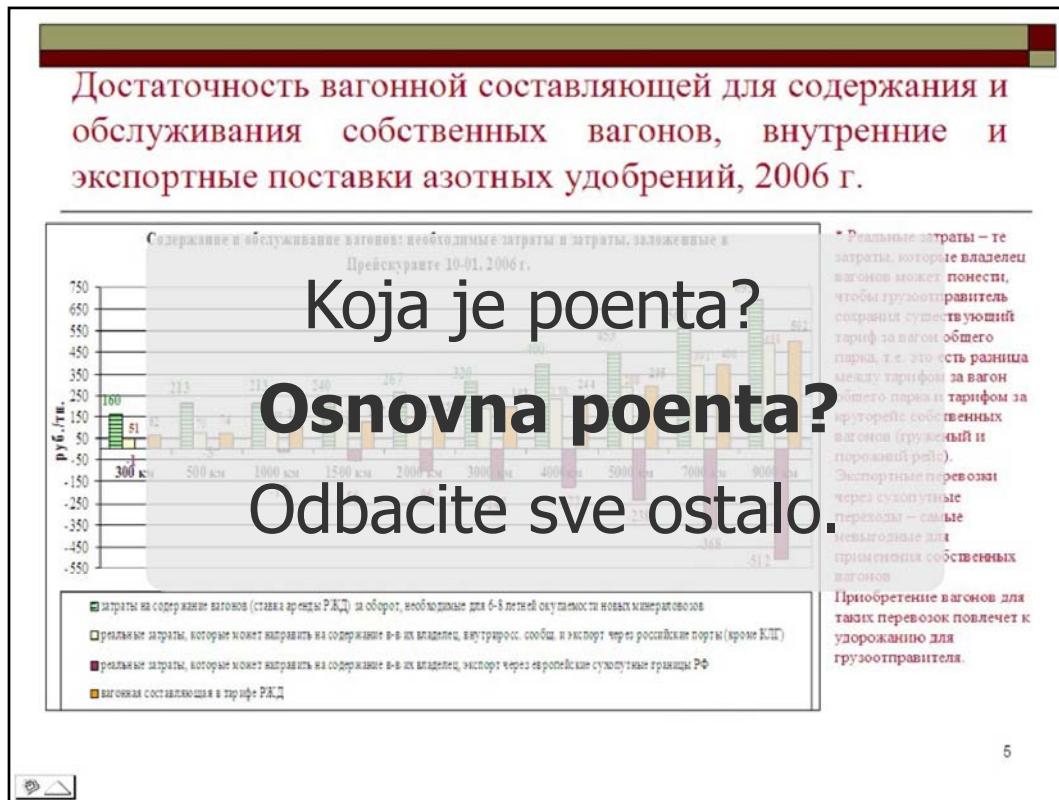
Koliko vas košta jedan više slajd?

€0.00.

Napravite više slajdova.



19



Odbacite glupa pravila

- Da li znate za pravilo:
 - 7 linija teksta po slajdu ili manje
 - 7 reči po liniji teksta ili manje?
- Ovo je loš prilaz
- Ako sledite ovo "pravilo"
- Imaćete ovakve slajdove

ODLUČITE ŠTA JE VAŽNO...



OSLOBODITE SE OSTALOG!



**"It's taken me all
my life to learn
what not to play."**

— Dizzy-Gillespie



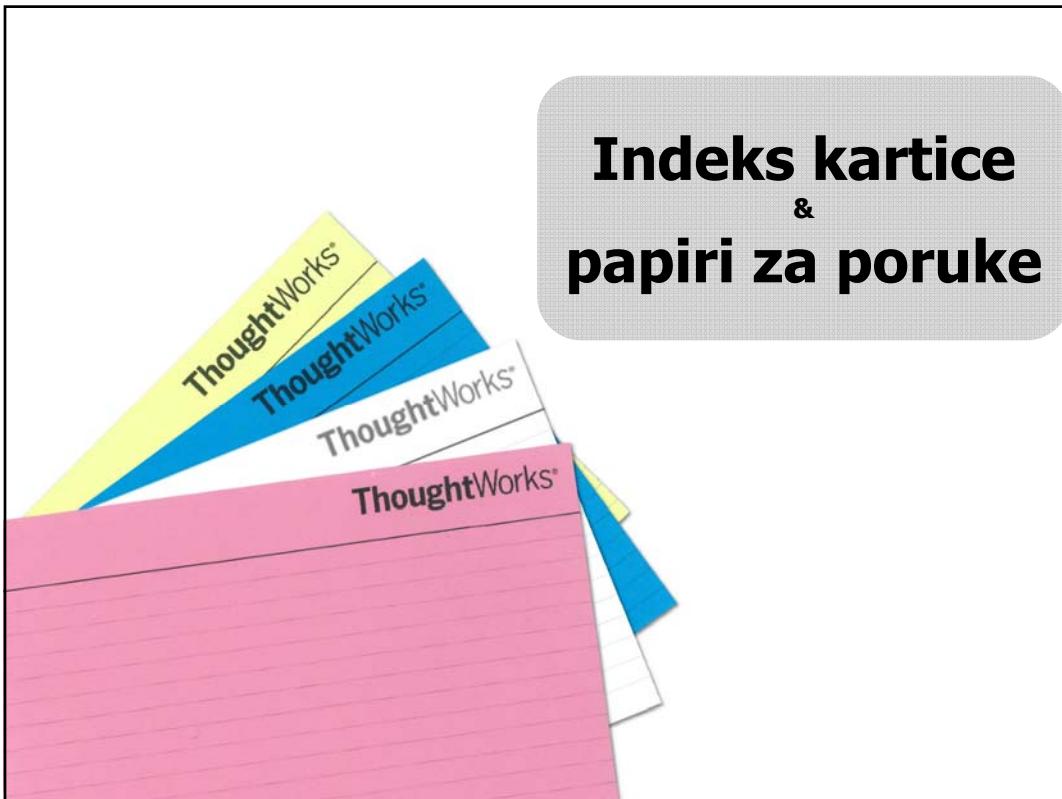


PRIČA iznad
argumenata!



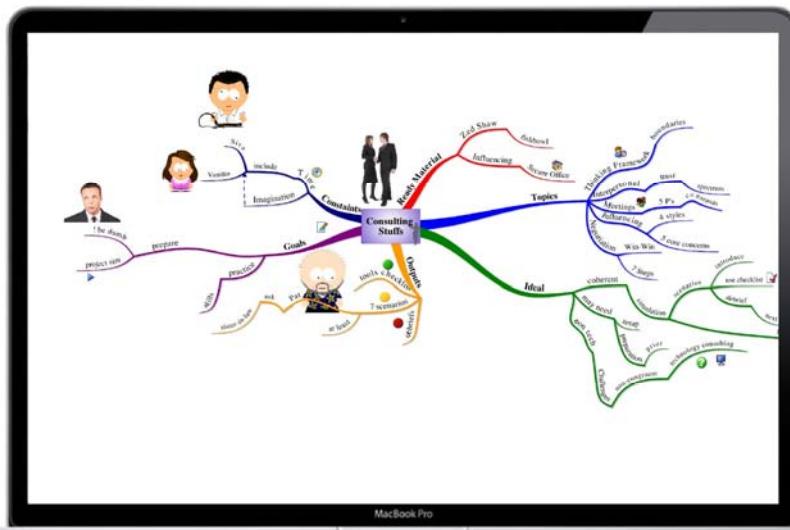
Svako od nas je pripovedač

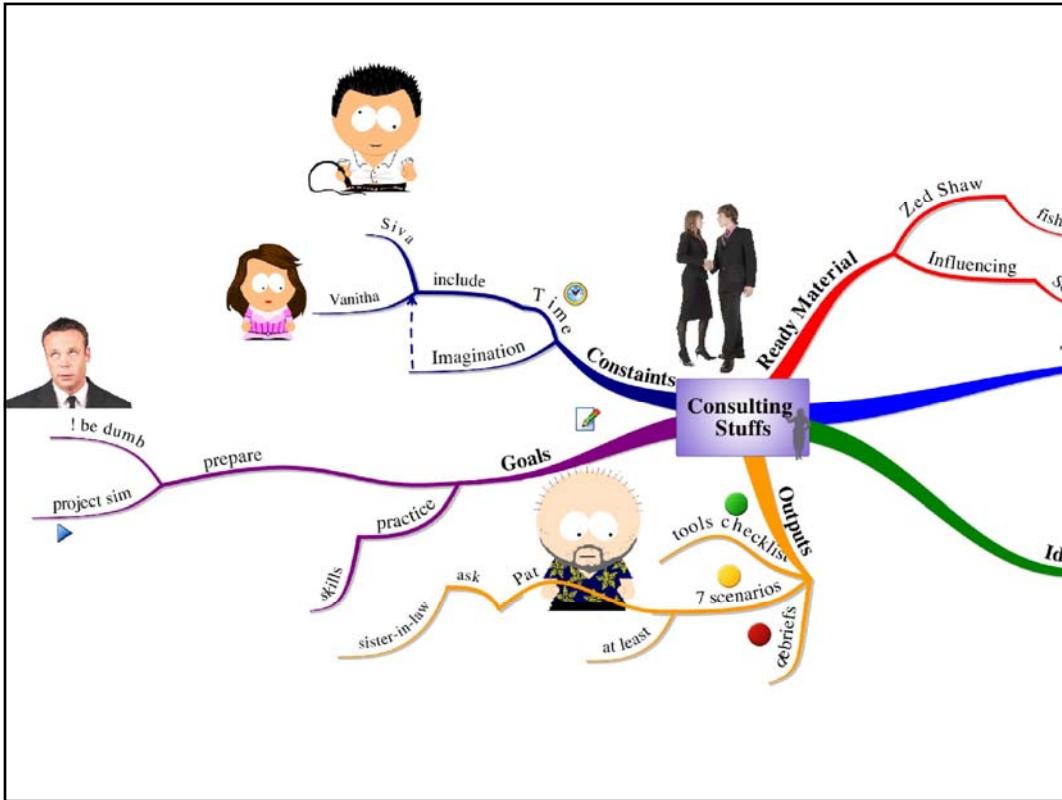






Alat koji ja koristim **ponekad...**





Za sve ovo će biti potrebno **vreme!**



Jednostavno pravilo dizajna

- ① Jedna misao po slajdu
- ② Par boja koje se slažu
- ③ Nekoliko fontova
- ④ Slike, ne koristiti clipart





Основные компании, финансирующие в развитие железнодорожного транспорта

«Hansa Leasing» СП между «Hansa Capital» (группой лизинговой компаний в Проблемах) и EBRD. Создан в 2002 г. • Основная деятельность – финансность и/или капитальных активов на сегодняшний день более \$100 млн.; • Другие виды деятельности – портовое оборудование.	«РГ-Лизинг» Дочерняя компания «Сбербанка». Создана в 1993 г. • Активы на декабрь 2002 г. - \$37 млн.; • Другие виды деятельности: промышленные недвижимость, оборудование.	«Авангард-Лизинг» Дочерняя компания банка «Авангард». Создана в 1999 г. • Активы на декабрь 2002 г. - \$218 млн.; • Другие виды (2002 г.) – недвижимость, оборудование.	«Raiffeisen leasing» Дочерняя компания банка «Raiffeisen». Создана в 2000 г. • Активы на декабрь 2002 г. - \$60 млн.; • Другие виды: оборудование для нефтегазового сектора, коммуникации, строительство, оборудование.	«ММБ-Лизинг», «ВТБ-Лизинг» Дочерние компании ВТБ. • Активы на декабрь 2002 г. - \$60 млн.; • Крупные универсальные лизинговые компании; • Заключали отдельные сделки по лизингу ж/д инфраструктуры, а также участвуют в данном секторе.
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Информация: журнал «Лизинг ревю», МФК, журнал «Эксперт» (декабрь 2002 г.)

**The Largest
Leasing Companies**

- Hansa Leasing
- РГ Лизинг
- Авангард-Лизинг
- Raiffeisen Leasing
- ММБ-Лизинг

6

Napravite 2 grupe slajdova

**Оптимизация баланса
электроэнергии на 2006 год**

1. Проведена экспертиза ФСТ

2. Подготовлен баланс:

- Повышенная загрузка для экономичных станций
- Разгружены неэффективные

3. Экономия – 7 млрд. руб.

1. ФСТ с участием ОАО РАО «ЕЭС России» провела экспертизу многоэтапной выработки электростанциями АО «Энерго», ГРК и РГК.

2. На основе этой экспертизы РАО «ЕЭС России» подготовило и направило в ФСТ оптимизированный баланс электроэнергии на 2006 год.

3. Баланс предполагает повышенную загрузку экономичных станций и, наоборот, разгрузку неэффективных, по теплофизической выработки + необходимый объем холостой генерации.

4. Экономия совокупных затрат на выработку электроэнергии в результате оптимизации составила около 7 млрд. руб. Она позволит вписаться в сложившиеся предельные тарифы на 2006 год.

Stampajte sa notes

Informišite sa **malo** teksta*

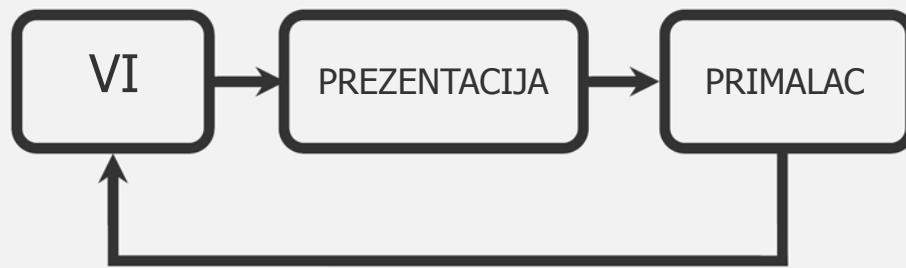
* vi to možete

1 2 3 4

Proba



Nikada nećete uspeti
iz prvog puta.



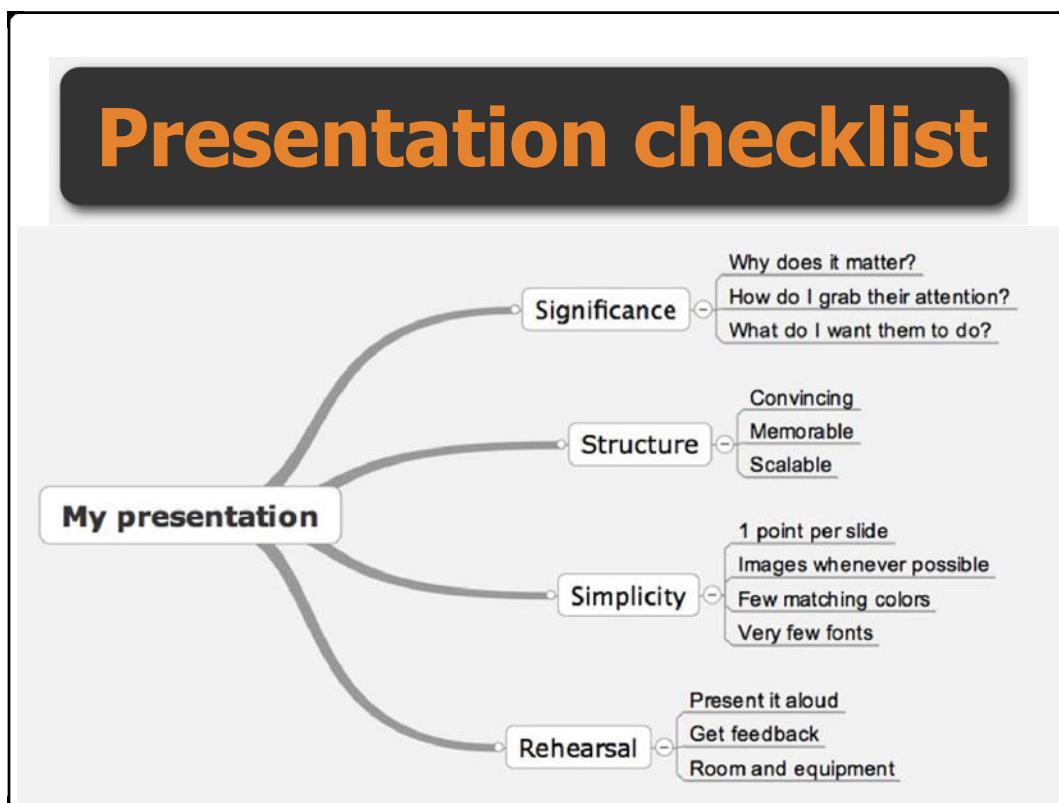
Rezultati. Prikupite ih.



Nemate publiku? Prezentujte
nameštaju. Ali **naglas.** Pokušajte.



**Proverite prostor
i opremu.**



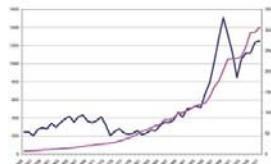
Sve ovo vodi ka...





How to Pitch a VC

(aka “Startup Viagra”)



the workshop
for getting on the radar

Dealmaker Workshop LA, 10/06/09

Dave McClure, Founders Fund,

Master of 500 Hats blogs

@DaveMcClure on Twitter

Startups: 2 Sexy 4 Milan?

*Essential Elements of a **Hot** VC Pitch*

- **Love in an Elevator** (30-second quick pitch)
- **The Money Shot** (live demo, screen shots, video)
- **Size Matters** (market size, bottom up / top down)
- **Nice Package** (customer\$, metric\$ **UP** & to the **RIGHT**)
- **Superheros & Rock Stars** (your team)



* note: the above are teaser images... they don't really mean anything; they're just here to capture your attention.

10 Erogenous VC Zones

1. Elevator Pitch
2. The Problem
3. Your Solution
4. Market Size
5. Business Model

Teaser Image
Goes Here

6. Proprietary Tech
7. Competition
8. Marketing Plan
9. Team / Hires
10. Money / Milestones

Money Shot
Goes Here



The Money Shot:
Demo
Screen Shots
Video



Business
Metrics
*(NOT Revenue
Projections)*

AARRR!



Cu\$tomer
Testimonial\$

"This S**t
 Rocks."

1. The Elevator Pitch

The 30-second quickie, for when you don't have time for lots of VC lovin'

- Short, Simple, Memorable: “**What, How, Why.**”
 - “We’re **X** for **Y**” is ok if 1) it’s true 2) X & Y are well-known
- Max 3 key words / phrases, 2 sentences.
 - *SlideShare is the world's largest community for sharing presentations.*
 - *TeachStreet is a place to teach or learn anything.*
 - *Mint.com is the free, easy way to manage your money online.*
- Logo and/or Image ok but not reqd
- No “Inside Baseball” lingo
 - make it easy for non-experts to understand.
- **Smile.** It’s ok to have **fun** when you pitch ☺



2. The Problem

- What is The Problem? Make it **Obvious**.
 - **Ouch**. Yeah, I have that too...
- **Who** has it? How Many? How do you know?
 - stats, examples, research, links.
- “**Painkiller** not **Vitamin**”
 - Vitamins are great, but you **NEED** painkillers. BAD.
(note: Viagra is not a Vitamin)

3. Your Solution

- Great Companies do 1+ of 3 things:
 - Get you **LAID** (= sex)
 - Get you **PAID** (= money)
 - Get you **MADE** (= power)
 - Describe why your Solution:
 - Makes customers **very happy** 
 - Does it **better, different** than anyone else
 - Remember “NICHE to WIN”
- (Customer Case Study can also go here)*



[The Money Shot]

Demo
Screen Shots
Video



- <http://JingProject.com>
- <http://ScreenCast.com>
- <http://Flickr.com>
- <http://YouTube.com>
- <http://Scribd.com>
- <http://SlideShare.com>

- if you're doing live demo: **PRACTICE! PRACTICE! PRACTICE!**

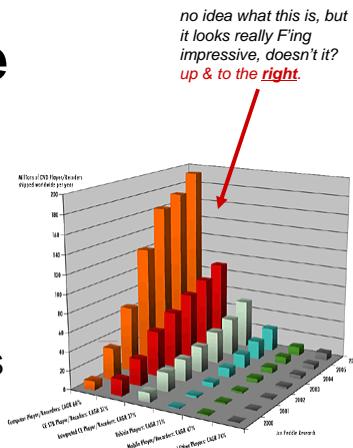
- expect demo to **FAIL** – in multiple, interesting ways -- how will u handle it?
- always have a **backup** (screenshots, local video, interpretive dance)
- expect to be interrupted by VCs (**Pitchus Interruptus**) – multiple times.

and remember:

- Get Your Partner Off FIRST (watch for **O-Face**). You Can Come Later (or Never).

4. Market Size

- **Bigger** is **Better**
- **Top Down** = someone else reported it
 - Forrester, Gartner, Your Uncle
- **Bottom Up** = calculate users/usage/rev\$
 - Avg Txn = \$X
 - Y customers in our market
 - Avg customer buys Z times per year
 - Market Size = $\$X * Y * Z$ annually = a big friggin' #
 - Market growing @ 100+% per year



note: "top down" and "bottom up" have nothing to do with giving VCs hard-ons. Get your mind out of the gutter.



Online Takeout Orders: Market \$ize

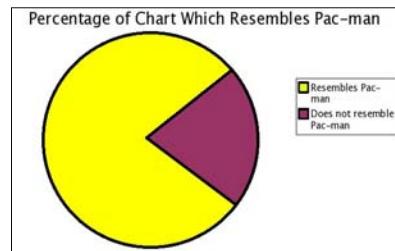
Top Down

- \$511 Billion spent dining out annually
 - source: National Restaurant Association, 2006 (<http://www.restaurant.org/>)

Bottom up:

- 100M people eat out every day
- Today ~4% of meals ordered online (= 4M/day)
- In 5 years 20% of meals ordered online (=20M/day)
- Average takeout order cost is \$12
- Available Total Market Size:
 - today = ~\$50M daily, ~\$20B annually
 - in future = \$250M daily, \$100B annually

look: more info porn! →
damn that looks good, doesn't it?



5. Business Model (How Do You Plan to Make Money?)

- Describe Top 1-3 Revenue Sources
 - Prioritize by Size, Growth, and/or Potential
 - Cite current market activity / customer behavior as proof
- Show How You Get to Break-even (or Profitable)
 - Ideally, on the current round of funding you're raising
- Common Revenue Models
 - **Direct:** ecommerce, subscription, digital goods, brands
 - **Indirect:** advertising, lead gen, affiliate / CPA
- See [Andrew Chen presentation](#):
 - **Revenue:** *The Internet Wants to Be Free, but You Need to Get Paid*





ZapMeals: 3 Ways We Make Money

- **Transactional:**

- charge a 15% food prep fee (min \$1)
- charge a 15% food delivery fee (min \$1)

- **Advertising:**

- charge small preparers by click-thru (SEM for food)
- charge larger preparers for premium / sponsored listings

- **Supplies, Equipment, Insurance:**

- provide supplies, education for ZapMeals preparers
- free licensing to ZapMeals preparers who buy \$250 eqpmt
- insure against food inspection issues via large group



6. Proprietary Tech / Expertise

(*What is your **Unfair Advantage?***)

- VCs *really* like unfair advantage

- big market lead
- experienced team
- ex-Google PhDs
- core / “breakthrough” tech
- “defensible” IP / patents
- “exclusive” partnership
- great sales/marketing
- **balls of steel**



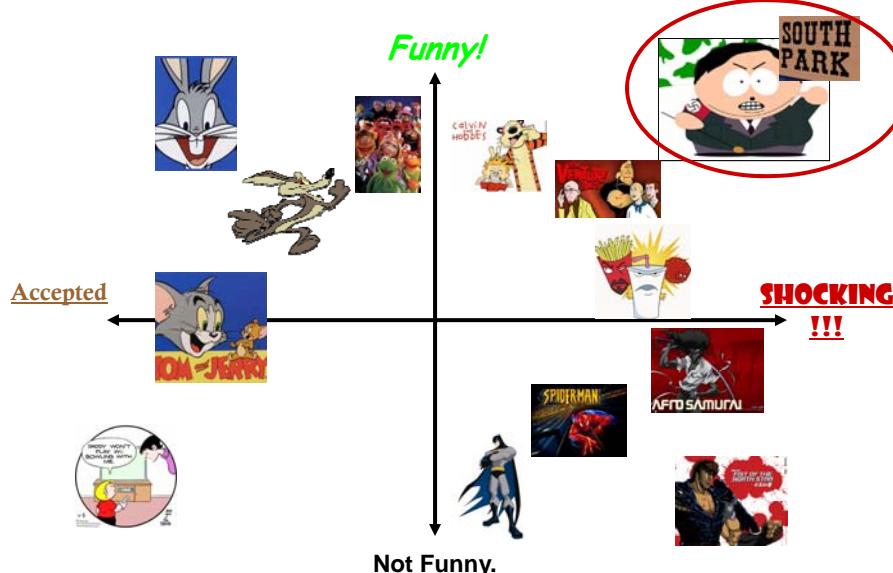
7. Competition

(+ why they all **suck**, why you're **different**, **yellow**, **better**)

- List all **top** competitors
 - (especially top ones; we'll find them anyway)
- Say how you're **better**, or at least **different**
 - If not better or different -> "NICHE TO WIN"
 - position(-ing) matters
- **2-axis graph** is trite, but still useful
 - see next page for example
- useful comparisons / differentiation:
 - simple vs complex
 - value vs cheap (tougher to prove tho)
 - cheap vs expensive (but careful you don't race to bottom)
 - consumer vs enterprise
 - open vs proprietary (in this case, open usually better... but not always)



We're **Better**, **Different**.
(and You **Suck**.)



8. Marketing Plan

Ok, so your product / technology rocks, but...

... how do you get customers / **distribution?**

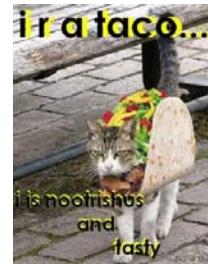
lots of channels, **lots** of decisions... choose **a few**:

- PR
- Contest
- Biz Dev
- Direct Marketing
- Radio / TV / Print
- Dedicated Sales
- Telemarketing
- Email
- SEO / SEM
- Blogs / Bloggers
- Viral / Referral
- Affiliate / CPA
- Widgets / Apps
- LOLCats

Example Marketing Channels					
Channel	Name	Description	Implementation	Budget	Specifics
Direct	Direct Mail	Physical or digital correspondence sent directly to the customer.	Printed materials or emails.	Low	Targeted geographic areas.
Indirect	Referrals	Getting new customers through existing customers' recommendations.	Word of mouth.	Low	High quality leads.
Digital	Email Marketing	Sending promotional messages via email.	Automated newsletters or targeted campaigns.	Medium	Personalized content.
Search Engine Optimization (SEO)	Search Engine Optimization	Improving website ranking in search results.	Content creation and link building.	Medium	Long-term strategy.
Social Media	Facebook Ads	Promoting products or services on social media platforms.	Facebook's advertising platform.	Medium	Targeted audiences.
Display Advertising	Google AdWords	Promoting products or services through online ads.	Google's search network.	Medium	Cost per click.
Content Marketing	Blog Posts	Creating valuable content to attract and engage audiences.	Written or video content.	Medium	SEO optimization.
Public Relations (PR)	Press Releases	Sharing news about the company with the media.	Media outreach.	Low	Journalists and influencers.
Events	Trade Shows	Participating in industry events to meet potential customers.	Booth setup and networking.	High	Networking opportunities.
Telemarketing	Phone Calls	Making sales calls to potential customers.	Scripted conversations.	Medium	Lead generation.
Dedicated Sales	Sales Team	Hiring specialized sales staff.	Training and management.	High	Customer acquisition.
Widgets/Apps	Mobile App	Developing mobile applications for user engagement.	App store distribution.	Medium	User retention.
Affiliate/CPA	Referral Programs	Partnering with other businesses to promote products.	Commission-based compensation.	Medium	Partnership growth.
Viral/Referral	Contests	Running contests to encourage users to share content.	Prizes and incentives.	Medium	User engagement.
Widgets/Apps	Widgets	Adding interactive features to websites.	Code integration.	Low	Website personalization.
Widgets/Apps	Mobile Apps	Developing mobile applications for user engagement.	App store distribution.	Medium	User retention.
Widgets/Apps	Widgets	Adding interactive features to websites.	Code integration.	Low	Website personalization.
LOLCats	LOLCats	Cats dressed as LOLCats.	Image sharing.	Low	Humor and engagement.

3 Things That Matter / To Measure :

1. Volume
2. Cost
3. Conversion



9. Team



People that Get VCs all **Hot & Bothered**

- **Geeks** with deep technical background
- **Entrepreneurs** who have sold companies
- **Sales/Marketing** who Make it Rain



Also Identify:

- Key Hires you Need but *Don't* Have, and...
- ... you've got candidates lined up in those areas
- ... ready to hire as soon as you close funding
- ... or at least job descriptions / est. salary



10. Money, Milestones

- **How Much Money** Raised / Now Raising?
 - Show 3 Budgets: Small, Medium, Large
 - Show how you've got "Small" already lined up
 - Show "Optionality", Competitive Interest (if poss.)
- **How Will You Spend It?**
 - Key Hires (Build Product)
 - Marketing & Sales (Drive Revenue)
 - CapX, Ops Infrastructure (Scale Up)
- Show **Achievable Milestones** with **Non-Linear Increase in Value**
 - Show what will get you to next milestone (product, customers, hires)
 - Show how the capital you have is more than adequate
 - Show substantial UPTICK in value when milestone is achieved
 - functional product
 - initial customers / revenue
 - break-even or profitable



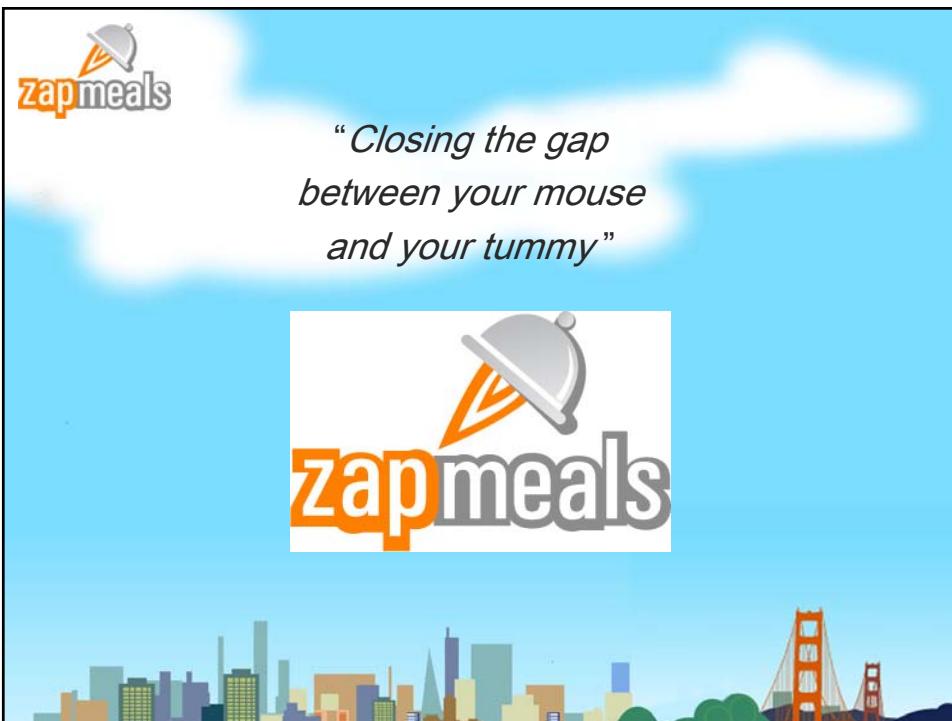
Financing

- Raised \$200K Seed round Jan 08 @ \$1M valuation
 - angel investors: Ron Conway, Larry Page, Bill Gates
 - built initial prototype; functional use with 1000 customers
- Seeking \$500K-\$1M Series A round @ \$2.5M valuation
 - already closed \$300K
 - meetings with 5 other VCs in next 2 weeks
 - targeted closing in 4 weeks
- Use of Proceeds / Product Roadmap / Goals
 - \$300-500K: hire 2-3 engineers, 1 marketing / sales, .5 PT customer support
 - \$200-500K: marketing campaigns & customer acquisition
 - get to 25K customers, \$1M revenue by end of year
 - estimated break-even in Q4 / 09 @ \$100K / month

Additional Resources

- [**Dave McClure**](#):
 - [Startup Metrics for Pirates \(ARRR!\)](#)
 - [ZapMeals Sample Pitch Presentation](#)
 - [Master of 500 Hats Blog: "Greatest Hats"](#) (top blog posts)
- [**Steve Blank**](#): 4 Steps to Epiphany, Customer Development Methodology
- [**Eric Ries**](#): [StartupLessonsLearned](#)
- [**Sean Ellis**](#): [Startup-Marketing.com](#)
- [**Andrew Chen**](#): [AndrewChenBlog.com](#)
- [**Brad Feld, Jason Mendelson**](#): [AskTheVC.com](#)
- [**Aydin Senkut**](#): [Felicis Ventures blog](#)
- [**Mark Suster**](#): [Both Sides of the Table](#)
- [**VentureHacks.com**](#)
- [**StartupCompanyLawyer.com**](#)

<https://www.youtube.com/watch?v=lsGcymH3rYQ>
<https://www.youtube.com/watch?v=hEp8ttE7WVc>





10 points

1. Mission
2. Problem
3. Solution
4. Market Size
5. Business Model
6. Proprietary Tech
7. Competitors
8. Marketing Plan
9. Team
10. Financing



Company & Mission

- ZapMeals is an online meal order & delivery service matching hungry consumers with great local food preparers. We're "eBay for takeout orders".
- Our mission:
 - help people make, deliver, & eat great fast food.
- Our promise:
 - we don't make "fast food" great; we make great food fast.





Problem: Fast Food... Isn't Either.



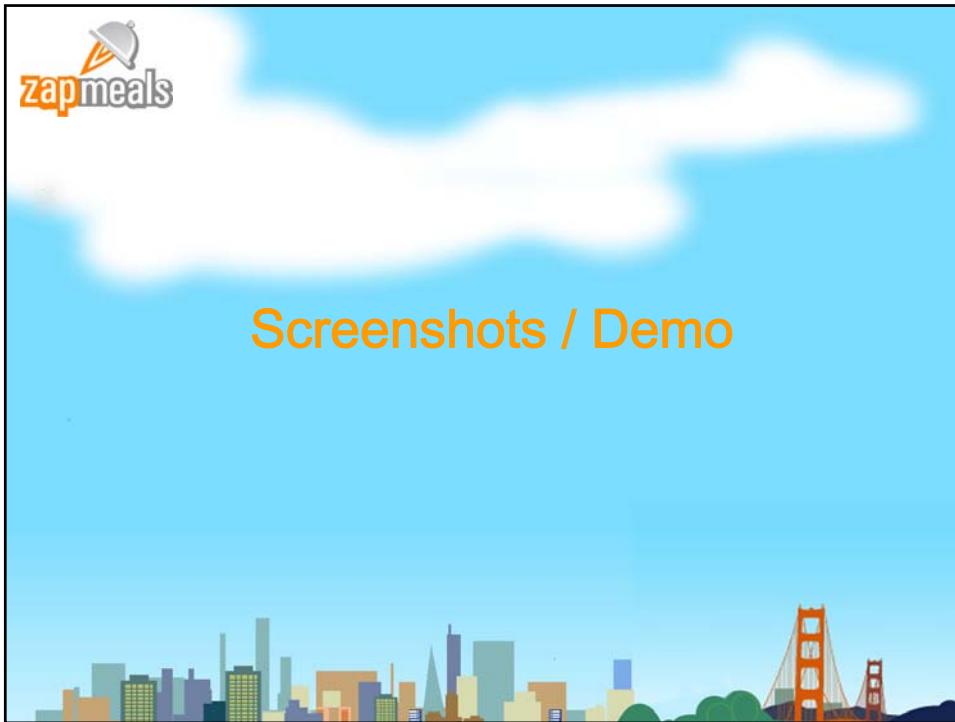
<p>Preparers</p>  <ul style="list-style-type: none"> • Is there a market for my cooking? • Restaurants have high startup costs • Delivery is tough to do fast, warm, & well 	<p>Consumers</p>  <ul style="list-style-type: none"> • Tough to find good fast food • What's the best / cheapest / fastest place to order from? • It's been 30 minutes – where's my order?
--	---



The ZapMeals Solution



- Help part-time / small-time cooks get started in the food business; quickly & inexpensively.
- Help consumers find **great fast food**; search by cuisine, price, rating, & delivery time.
- Orders are picked up and delivered by network of independent agents; tracked online real-time via Google or Yahoo Maps.



ZapMeals - Microsoft Internet Explorer provided by Comcast

File Edit View Favorites Tools Help

Back Go Favorites Links

Address http://server3.beta.ZapMeals.com/find.php?cuisine=Mediterranean&Location=sfZone2

Hello, Wayne Lambright | San Francisco, 94129 | (Sign Out)

Welcome New Home Chef Mildred Hoch

"Home cooked meals a click away"

32 people finding great food online now!

FIND CHEFS VIDEO RECOMMENDATIONS

Mediterranean food in 30 Minutes or Less Search

Step 1 Step 2 Step 3 Finish

Account Photos Details

Name Steve Gerbino

Phone 415-981-5278

About Grew up in Catania, a prominent city situated on the southeastern coast of Sicily. This sunny island just off the southern tip of Italy has

Meal prep time 11 minutes

Insurance [Learn More](#)

License [Learn More](#)

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

open open open open open 1 PM 1 PM

closed closed closed closed closed 7 PM 7 PM

Map Satellite

The Presidio of San Francisco

Featured Home Chefs

Dittrick Ball

Violet Braum

New! Romano Chef Join

Popular Cuisine

Internet

A screenshot of the ZapMeals website interface. A red box highlights the user profile section (Name, Phone, About, Meal prep time, and checkboxes for Insurance and License). Another red box highlights the availability grid for the chef. The page includes a map of San Francisco, featured chefs, and popular cuisine sections.

ZapMeals - Microsoft Internet Explorer provided by Comcast

File Edit View Favorites Tools Help

Address http://server3.beta.ZapMeals.com/find.php?cuisine=Mediterranean&Location=st&zone2

Hello, Wayne Lambright | San Francisco, 94129 | (Sign Out)

Welcome New Home Chef Mildred Hoch

FIND CHEFS VIDEO RECOMMENDATIONS

Mediterranean food in 30 Minutes or Less **Search**

eVelvetRope - SF Restaurant Recommendations from the Trendsetting Exclusive Community www.eVelvetRope.com

Zorba's Café & Grill Serving Fresh, Authentic Food From All Over The World. www.ZorbasCafe.net

Found (9) Mediterranean Home Chefs That will deliver within 30 Minutes

Ads by Google

Chef Name	Phone	Cuisine	Prep Time	Delivery Time	Total Time	Map
Michael Cummings	(415) 981-0938	Mediterranean	9 Min	12 Min	21 Min	Map Y G 30 9 3
Yanik Caramba	(415) 750-1505	Californian Mediterranean	12 Min	12 Min	24 Min	Map Y G 26 2 1
Online NOW Kim Voon	(415) 648-2956	Mediterranean Middle Eastern	11 Min	18 Min	29 Min	Map Y G 24 4
Lisa Botascos	(415) 235-0370	French Mediterranean	11 Min	19 Min	30 Min	Map Y G

Featured Home Chefs

Ditrick Ball Violet Romano
Braum Chef Join

Recommendations by loomia

People who like this also like... Akbar Starkly - Chef Cordon Bleu Kim Smith - Adole Pies

ZapMeals - Microsoft Internet Explorer provided by Comcast

File Edit View Favorites Tools Help

Address http://map.beta.zapmeals.com?map=zone2&address=542+Green+St,%20San%20Francisco%2C%20CA%2094133

Hello, Wayne Lambright | San Francisco, 94129 | (Sign Out)

Welcome New Home Chef Mildred Hoch

FIND CHEFS VIDEO RECOMMENDATIONS

Mediterranean food in 30 Minutes or Less **Search**

Meal Progress

3 Greek salads Total \$16.30
Order Placed: -12 Min
Delivery In 8 Min

Yanik Caramba

Delivery Agent: Robert Montalbano (42) deliveries
Ontime Rating: 8.3 of 10
Type: Taxi

zapmeals

Size of Market

Top Down

- \$511 Billion spent dining out annually
 - Restaurant Association of America.

Bottom up:

- 100M people eat out every day
- Today ~4% of meals ordered online (=4M orders/day)
- In 5 years 25% of all meals ordered online (=25M orders/day)
- Average takeout order cost is \$14
- Available Total Market Size:
 - \$350M daily
 - >\$125B annually

zapmeals

Business Model

- Transactional:
 - charge a 15% food prep fee (min \$1)
 - charge a 15% food delivery fee (min \$1)
- Advertising:
 - charge small preparers by click-thru (SEM for food)
 - charge larger preparers for premium / sponsored listings
- Supplies, Equipment, Insurance:
 - provide supplies, education for ZapMeals preparers
 - free licensing to ZapMeals preparers who buy \$250 eqpmt
 - insure against food inspection issues via large group



Technology

- ZapMeals has developed a proprietary least-cost routing & matching algorithm for ordering & delivery
- Our Secret Sauce: "*Search by Takeout Time*"
 - estimated food preparation time (historical)
 - delivery distance (how far away)
 - delivery provider (on-time record)
 - show delivery stats real-time via Y! or G Maps (+ GPS)



Competitors

- Online
 - Waiter.com
 - CampusFood.com
 - Delivery.com
 - Ehungry.com
 - ..
 - ..
 - all of above source from restaurants *only*
- Offline
 - McDonald's
 - KFC / TacoBell
 - Subway
 - ..
 - ..
 - *Your Mom* ☺





Marketing Plan

- Partner with notable foodie **bloggers**
- **Adwords** Campaigns to regional metros
- Generate **SEO** traffic via food listing pages
- Distribution **Partnership** with Tastyr.com
 - 700 food preparers in SF
 - Q3 Rollout to 3-4 West Coast urban areas
- Order Discounts for Reviews & **Referrals**:
 - “Get \$3 off your order if you write a review”
 - “Delivery is free if you refer 3 friends!”



Team

- Wayne Lambright, CEO & Cofounder
 - 10 years community site development / online sales
 - 5 yrs SW dev Macromedia Dreamweaver / UltraDev
- Ivan Krasnov, CTO & Cofounder
 - BSEE, Taganrog State Univ. of Radio engineering (TSURE)
 - 7 yrs SW dev in SEI Level 5 organization
 - 5 yrs exp managing overseas development teams



zapmeals

Financing

- Raised \$250K Seed round in Jan 07
 - Gil Penchini, CEO Wikia (ex-eBay)
 - Jeff Clavier, SoftTech VC (eBay, Truveo, MyBlogLog)
 - Dave McClure (ex-PayPal, SimplyHired)
- Seeking \$1.5M Series A round
 - \$4.5M pre-money valuation
 - target closing Sept 15

JUST KIDDING

zapmeals

OOPS!

- Just Kidding
- SuperNova 2007 ☺