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| D:\StartupLounge.com\Events\PitchCamp\Samples\smalllogo.gif | Investor Fact Sheet – 2007  Acme Software, Inc.  1234 Main Street phone 404.555.1212  Atlanta, GA 30022 fax 404.555.1212  www.Acme Software.com email [info@Acme Software.com](mailto:info@playmotion.com) | |
| Company Description Acme Software® provides Enterprise Resource Planning (ERP) software aimed at middle market companies that cannot afford the expensive products offered by current vendors in the market. | | |
| Deal Tags: Enterprise Resource Planning (ERP) | Software-as-a-Service (SaaS) | Web Software | | |
| Some Problems We Solve  * Costly ERP solutions * Increased efficiencies * Difficult back-office integration * Inaccessibility of ERP tools via the web * Lack of visibility for decision makers | | Multi-Tiered Revenue Model **SW Sales –** Sales of our Acme Software desktop version  **Subscription Revenue** – Subscriptions to the online version of our platform; maintenance revenues;  **Licensing** – selling licenses for private-label offerings of our product  **Professional Services** – Custom development for marquis clients |
| Target Markets Acme Software® is currently active in several markets, including *manufacturing, retail, and the general small business market.* | | |
| Milestones-to-Date  * Bootstrapped, profitable company * Established strong patent portfolio * Tracking for $1.5M in revenues for 2007 * Developed v5.0 of the Acme Software® Platform * Secured initial clients, expanded team | | Competitive Landscape Several players are located around our space:   * JooJoo – Web-based, but not feature-rich * Microsoft – Functional, but still expensive! * myERP – new entrant, still a garage startup   None of these provide the full solution that Acme Software™ provides. |
| Partial Client List  |  |  |  | | --- | --- | --- | | BlueSphere | Chatterify | JabberVine | | Avanyx | Mymix | Rhydel Mfg | | Dabshots | Dynable Software | Skydoo | | | Pro Forma Financials  |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **2006** | **2007** | **2008** | **2009** | | *Revenues* | 855K | 1.5M | 5M | 20M | | *Expenses* | 947K | 1.2M | 3M | 12M | | *EBIT* | 92K | **300K** | **2M** | **8M** |   **Potential Global Markets:** $50B **Initial Markets:** $10B |
| Series-A Investment Sought Acme Software® seeks $2M in order to continue to expand the product, subscription infrastructure, and the sales and marketing efforts. | | |
| Working PipelineAcme Software® is currently working an estimated $5M pipeline including a potential deal with Oracle/PeopleSoft. There are currently 326 clients in our pipeline. Our sales cycle is roughly 2-4 months. | | |
| Management Team  |  |  | | --- | --- | | **John Doe** | CEO; formerly founder & CEO of Another Company, MBA, Georgia Tech | | **Jane Doe** | CTO; formerly Sr. Architect with IBM; M.S. in Computer Science, University of Georgia | | **Jim Smith** | VP, Sales; former Sales Director, AT&T; B.S. in Business Administration, Univ. of North Carolina | | **Jane Smith** | VP, Finance; former Controller, Another Company; MBA, Finance, Florida State University | | | |