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| D:\StartupLounge.com\Events\PitchCamp\Samples\smalllogo.gif | Investor Fact Sheet – 2007Acme Software, Inc.1234 Main Street phone 404.555.1212Atlanta, GA 30022 fax 404.555.1212www.Acme Software.com email info@Acme Software.com |
| Company DescriptionAcme 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 MarketsAcme 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 LandscapeSeveral 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

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| BlueSphere | Chatterify | JabberVine |
| Avanyx | Mymix | Rhydel Mfg |
| Dabshots | Dynable Software | Skydoo |

 | Pro Forma Financials

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| --- | --- | --- | --- | --- |
|  | **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 SoughtAcme 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

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| --- | --- |
| **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  |

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