

# Investor Presentation Documentation Package

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## MarketingPlatform - Enterprise SMS, MMS & Email Marketing Solution

Version 1.0 | Last Updated: January 2026

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### Overview

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This documentation package contains everything needed for investor presentations, demos, and due diligence for the MarketingPlatform - a robust, enterprise-grade SMS, MMS & Email Marketing Platform built with ASP.NET Core 8.0.

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### Package Contents

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#### 1. README.md (This File)

Overview of the documentation package with quick start guide and conversion instructions.

#### 2. SLIDES.md

Main investor presentation deck (30-35 slides) in Marp format. Ready to convert to PowerPoint or PDF.

- **Use for:** Investor pitches, board meetings, partnership presentations
- **Duration:** 15-20 minutes
- **Format:** Marp markdown with speaker notes

### 3. SPEAKING\_NOTES.md

Detailed slide-by-slide presenter notes with talking points, transitions, timing, and anticipated questions.

- **Use for:** Presentation preparation and practice
- **Content:** Comprehensive guidance for each slide

### 4. VIDEO\_SCRIPT.md

Complete narration script for video presentations or webinars (15-20 minutes).

- **Use for:** Pre-recorded demos, YouTube content, webinars
- **Content:** Exact narration, visual descriptions, action items

### 5. DEMO\_GUIDE.md

Live demo walkthrough with step-by-step instructions and recovery scenarios.

- **Use for:** Live product demonstrations
- **Content:** Setup checklist, demo flow (15-20 min), troubleshooting

### 6. FEATURE\_SUMMARY.md

PDF-ready comprehensive feature document (15-20 pages).

- **Use for:** Leave-behind materials, email attachments
- **Content:** All 15+ modules with technical specs, integrations, pricing

### 7. FAQ.md

60-80 frequently asked questions organized by category.

- **Use for:** Q&A preparation, due diligence responses
- **Categories:** Product, Market, Technical, Business, Competition, Team, Financial, Legal

## 8. TECHNICALDEEPDIVE.md

Detailed technical architecture and due diligence documentation.

- **Use for:** Technical investors, CTO meetings, security audits
- **Content:** Architecture diagrams, tech stack, database schema, API docs, security

## 9. COMPETITIVE\_ANALYSIS.md

Detailed competitor comparison matrix.

- **Use for:** Market positioning discussions
- **Content:** Feature matrix, pricing comparison, competitive advantages

## 10. BUSINESS\_MODEL.md

Revenue model, pricing strategy, and financial projections.

- **Use for:** Financial due diligence, business strategy discussions
- **Content:** Revenue streams, unit economics, 5-year projections

## 11. CONVERSION\_GUIDE.md

Step-by-step instructions for converting markdown to PowerPoint, PDF, and other formats.

- **Use for:** Creating presentation materials
- **Content:** Tool installation, conversion commands, customization options

## 12. ASSETS\_NEEDED.md

Comprehensive checklist of visual assets for presentations.

- **Use for:** Asset creation planning
- **Content:** Screenshots, videos, diagrams, charts with specifications

## Quick Start Guide

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### For Investor Pitch (15-20 minutes)

1. **Review:** Read `SLIDES.md` and `SPEAKING_NOTES.md`
2. **Practice:** Use `SPEAKING_NOTES.md` for timing and transitions
3. **Convert:** Use `CONVERSION_GUIDE.md` to create PowerPoint/PDF from `SLIDES.md`
4. **Prepare:** Review `FAQ.md` for Q&A preparation

### For Live Demo (15-20 minutes)

1. **Setup:** Follow pre-demo checklist in `DEMO_GUIDE.md`
2. **Practice:** Run through demo flow 2-3 times
3. **Prepare:** Have `FAQ.md` open for questions

### For Video Recording

1. **Script:** Use `VIDEO_SCRIPT.md` for exact narration
2. **Visuals:** Check `ASSETS_NEEDED.md` for required screenshots/videos
3. **Record:** Follow timing markers in script (20 minutes total)

### For Due Diligence

1. **Technical:** Share `TECHNICAL_DEEP_DIVE.md` with technical stakeholders
  2. **Business:** Share `BUSINESS_MODEL.md` with financial analysts
  3. **Product:** Share `FEATURE_SUMMARY.md` for comprehensive overview
  4. **Competition:** Share `COMPETITIVE_ANALYSIS.md` for market positioning
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## Conversion Instructions

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### Converting Markdown to PowerPoint/PDF

#### Option 1: Marp CLI (Recommended)

##### Install Marp CLI:

```
npm install -g @marp-team/marp-cli
```

##### Convert to PowerPoint:

```
marp SLIDES.md --pptx -o MarketingPlatform-Investor-Deck.pptx
```

##### Convert to PDF:

```
marp SLIDES.md --pdf -o MarketingPlatform-Investor-Deck.pdf
```

##### Convert to HTML:

```
marp SLIDES.md --html -o presentation.html
```

#### Option 2: Pandoc

##### Install Pandoc:

- **Windows:** Download from <https://pandoc.org/installing.html>
- **Mac:** `brew install pandoc`
- **Linux:** `sudo apt-get install pandoc`

##### Convert to PowerPoint:

```
pandoc SLIDES.md -o MarketingPlatform-Investor-Deck.pptx
```

### Convert to PDF:

```
pandoc SLIDES.md -o MarketingPlatform-Investor-Deck.pdf --pdf-engine=xelatex
```

### Option 3: reveal.js (Interactive Web Presentation)

#### Install reveal-md:

```
npm install -g reveal-md
```

#### Create Presentation:

```
reveal-md SLIDES.md --theme white
```

#### Export to PDF:

```
reveal-md SLIDES.md --print presentation.pdf
```

See `CONVERSION_GUIDE.md` for detailed instructions and customization options.

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## Recommended Tools

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### Presentation Creation

- **Marp:** Markdown to PowerPoint/PDF converter
- **Pandoc:** Universal document converter
- **reveal.js:** Interactive web presentations
- **Google Slides:** Cloud-based editing (import converted PPTX)
- **Microsoft PowerPoint:** Final editing and branding

## Document Conversion

- **mdpdf**: Markdown to PDF converter
- **Typora**: Markdown editor with export options
- **Visual Studio Code**: With Marp and Markdown extensions

## Diagram Tools

- **Mermaid**: Text-based diagrams (already in SLIDES.md)
- **Draw.io**: Visual diagram editor
- **Lucidchart**: Cloud-based diagramming

## Screen Recording

- **OBS Studio**: Free, professional screen recording
- **Loom**: Quick screen recordings with narration
- **Camtasia**: Professional video editing



## Using the Materials

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### Presentation Scenarios

#### 1. Initial Investor Meeting (20 minutes)

- **Primary**: `SLIDES.md` (converted to PowerPoint)
- **Supporting**: `SPEAKING_NOTES.md`
- **Backup**: `FAQ.md`

#### 2. Product Demo (15-20 minutes)

- **Primary**: `DEMO_GUIDE.md`
- **Supporting**: Live platform access
- **Backup**: Screen recordings from `ASSETS_NEEDED.md`

### 3. Technical Due Diligence

- **Primary:** TECHNICAL\_DEEP\_DIVE.md
- **Supporting:** Architecture diagrams
- **Q&A:** Technical section of FAQ.md

### 4. Business Due Diligence

- **Primary:** BUSINESS\_MODEL.md
- **Supporting:** COMPETITIVE\_ANALYSIS.md
- **Q&A:** Business/Financial sections of FAQ.md

### 5. Follow-up Email

- **Attach:** FEATURE\_SUMMARY.md (converted to PDF)
- **Include:** Link to video demo
- **Reference:** Specific slides from deck

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## Presentation Tips

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### Before the Presentation

1. **Know Your Audience:** Customize talking points based on investor background
2. **Practice Timing:** Use SPEAKING\_NOTES.md timing markers (15-20 min total)
3. **Test Technology:** Ensure screen sharing, demos work properly
4. **Prepare Backup:** Have PDF version of slides and demo videos ready
5. **Review Q&A:** Study all categories in FAQ.md

### During the Presentation

1. **Start Strong:** Hook them in first 60 seconds (problem statement)
2. **Tell Stories:** Use customer examples and real-world scenarios
3. **Show, Don't Just Tell:** Use demo whenever possible



4. **Watch the Clock:** Keep to timing markers in speaking notes
5. **Engage:** Ask questions, make eye contact, read the room

## After the Presentation

1. **Send Materials:** Email `FEATURE_SUMMARY.md` (PDF) within 24 hours
2. **Follow Up:** Address questions from `FAQ.md` not covered
3. **Provide Access:** Demo account credentials if requested
4. **Share Documentation:** Technical/business docs as needed
5. **Schedule Next Steps:** Propose follow-up meeting or due diligence timeline

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## Customization Guide

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### Branding the Slides

1. **Logo:** Replace placeholder with company logo
2. **Colors:** Update theme colors in Marp front matter
3. **Fonts:** Specify custom fonts in CSS
4. **Backgrounds:** Add custom background images

Example Marp customization:

```
---
marp: true
theme: default
class: invert
paginate: true
backgroundColor: #1a1a2e
color: #ffffff
header: 'MarketingPlatform - Investor Presentation'
footer: 'Confidential | January 2026'
---
```

## Adding Company-Specific Data

Replace placeholder metrics in `SLIDES.md` :

- Customer counts
- Revenue figures
- Growth rates
- Team size
- Funding status

## Localizing Content

1. **Currency:** Update pricing in `BUSINESS_MODEL.md`
2. **Market Data:** Adjust TAM/SAM/SOM for target region
3. **Competitors:** Add/remove regional competitors in `COMPETITIVE_ANALYSIS.md`
4. **Regulations:** Update compliance sections for jurisdiction



## Pre-Presentation Checklist

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### 24 Hours Before

- ☐ Review all slides and speaking notes
- ☐ Practice presentation 2-3 times
- ☐ Test demo environment (follow `DEMO_GUIDE.md` setup)
- ☐ Prepare backup materials (PDF slides, demo videos)
- ☐ Review `FAQ.md` thoroughly
- ☐ Customize slides with latest metrics
- ☐ Test screen sharing and audio/video

## 1 Hour Before

- ☐ Open all required applications and documents
- ☐ Close unnecessary browser tabs and applications
- ☐ Turn on "Do Not Disturb" mode
- ☐ Test internet connection
- ☐ Have backup internet option ready (mobile hotspot)
- ☐ Set up dual monitors (slides + notes)
- ☐ Have water nearby

## During Meeting

- ☐ Record session (with permission)
- ☐ Take notes on questions asked
- ☐ Note investor interests and concerns
- ☐ Collect business cards or contact info
- ☐ Agree on next steps before ending

## Post-Meeting (Same Day)

- ☐ Send thank you email with summary
- ☐ Attach `FEATURE_SUMMARY.md` (PDF)
- ☐ Answer any unanswered questions
- ☐ Schedule follow-up if appropriate

- ☐ Update CRM with meeting notes

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## Confidentiality Notice

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This documentation package contains confidential and proprietary information about MarketingPlatform.

### Guidelines:

- Mark all materials as "Confidential"
- Only share with qualified investors under NDA
- Watermark presentations with recipient name/date
- Track document distribution
- Use password-protected PDFs for email
- Require signed NDA before technical deep dive

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## Support & Questions

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For questions about this documentation package:

- **Email:** [investors@marketingplatform.com](mailto:investors@marketingplatform.com)
- **Documentation Issues:** Create GitHub issue
- **Urgent:** Contact CEO directly

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## Document Versions

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Version	Date	Changes
1.0	Jan 2026	Initial investor package

## Success Metrics

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Track presentation effectiveness:

- ☐ Investor requested follow-up meeting
  - ☐ Investor requested technical deep dive
  - ☐ Investor requested financial projections
  - ☐ Investor introduced to other potential investors
  - ☐ Investor proceeded to term sheet discussion
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### **Next Steps:**

1. Review `SLIDES.md` for main presentation content
  2. Read `SPEAKING_NOTES.md` for detailed guidance
  3. Follow `CONVERSION_GUIDE.md` to create PowerPoint/PDF
  4. Practice with `DEMO_GUIDE.md` for live demonstrations
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*MarketingPlatform - Enterprise Marketing Automation Platform  
Built with ASP.NET Core 8.0 | Trusted by Marketing Teams Worldwide*