

Investor Presentation

Documentation Package

MarketingPlatform - Enterprise SMS, MMS & Email Marketing Solution

Version 1.0 | Last Updated: January 2026



Overview

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.



Package Contents

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

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

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.

Recommended Tools

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
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Using the Materials

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
-

Presentation Tips

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

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

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

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

For questions about this documentation package:

- **Email:** investors@marketingplatform.com
 - **Documentation Issues:** Create GitHub issue
 - **Urgent:** Contact CEO directly
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Document Versions

Version	Date	Changes
1.0	Jan 2026	Initial investor package

Success Metrics

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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