

**Seacoast Capital NCC PowerPoint Deck – Project Brief**

**Introduction:** Seacoast Capital ([www.seacoastcapital.com](http://www.seacoastcapital.com)) wants to institutionalize a format/template for all external firm presentations. The template should be in Microsoft PowerPoint format. The first actual presentation to be placed into this template is the “Introduction to Non-Control Capital” deck (see attached).

**About Seacoast Capital:** Founded in 1994, with offices in Boston, MA and San Francisco, CA, Seacoast Capital invests non-controlling growth capital in partnership with management in lower middle market privately-held companies. Seacoast is industry agnostic and typically invests $5 million to $25 million of capital in companies with $10 million or more in revenue and $2 million or more of EBITDA. Capital is used to support growth, refinancings, acquisitions, family ownership and wealth transfers, shareholder liquidity events, and partnership or management buyouts. Since its inception, Seacoast has managed over $600 million of capital. Now managing its fourth fund, Seacoast Capital Partners IV, L.P., the firm continues to actively seek new investment opportunities.

**Target Market(s):** Intermediaries (i.e., sources of investment opportunities such as investment bankers, business brokers, attorneys, accountants, senior lenders, wealth managers, etc.) and private company owners. These audiences are B2B (Business-to-Business)—there are no consumer target markets and the recommended design(s) should reflect this fact.

**Distribution:** To be used in both face-to-face presentations as well as sent electronically to pre-screened prospects.

**Production Notes:**

1. Review all comments on slides within the current deck (see attached).
2. Updated company logo with locked-up tagline should be used throughout (attached).
3. Draft content/copy has been approved and completed (attached).
4. This document should be developed in Microsoft PowerPoint and be fully editable.
5. Pages (except title and divider pages) should include a page number and Seacoast Capital logo/tagline lock-up graphic.
6. The utilization of the Seacoast “S” icon (see title and divider pages) where appropriate but it should not be overdone.
7. Suggest ways that text can be better displayed (see slides 6, 13, and 19).
8. Pages to be designed for the template include:
   1. Cover page.
   2. Text page.
   3. Graphics pages.
   4. An appropriate visual graphic for the display of where Seacoast invests its capital (see slides 7 and 8 for two options but open to anything else).
   5. Section dividers.
   6. Questionnaire page (see slide 19).
   7. Contact page (see slide 20).

**Look & Feel:**

1. Should complement current Seacoast Fact Sheet (attached) for look and feel.
2. Our target markets are decidedly B2B and NOT B2C— accordingly, please take this into consideration on proposed designs.
3. Given Seacoast’s B2B focus, the document should have a sophisticated yet current look and feel.
4. As much as possible, stick to the current Seacoast color palette (attached).
5. Sections should be created based on the presentation deck provided (attached).

**Process:**

1. Seacoast to submit Project Brief and reference documents to DesignCrowd designers (complete).
2. Designers to submit initial proposed designs.
3. Seacoast to provide feedback and ask top contenders to edit their designs.
4. Seacoast project team to review these finalist designs and provide feedback.
5. Top designs identified.
6. Seacoast selects winning design.
7. Final edits made by winning designer.
8. Winning designer provides all final files to Seacoast.
9. Final design approved and winning designer is paid.