



PRESENTATION GUIDELINES

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The purpose of your company's presentation is to succinctly convey to potential investors key elements addressed in your Business Plan. As the time available to make the presentation is limited, it is extremely important to limit the content of your presentation as well as assure that all critical elements are addressed. These guidelines have been developed to assist you in achieving this important balance.

PRESENTATION OF THE BUSINESS PLAN EXECUTIVE SUMMARY

In preparing your presentation, it is best to keep in mind that the presentation is primarily a verbal presentation of your company's Business Plan Executive Summary. If your company devotes its initial focus on drafting a well-structured Business Plan Executive Summary (see Executive Summary Guidelines), your preparation will be far easier.

TIME FRAME AND FORMAT

The presentation should be limited to **NO MORE THAN 15-20 MINUTES**. It is better to keep the formal presentation short and to the point. After your presentation, you will have an opportunity to provide additional details and amplify key points during a 15-20 minute question and answer period. The presentation is to be made using PowerPoint slides to guide your audience and to provide emphasis for key points. In preparing the PowerPoint presentation, try to ensure that the slides complement your verbal presentation and do not divert attention of the listener away from your remarks. Do not crowd too much information onto a single slide. As a general guideline, you should assume that each slide of your presentation equals 1-2 minutes of presentation time. **It is highly recommended your presentation contain no more than 15 slides.**

HANDOUTS

It is essential that you provide a hard copy handout of the presentation to enable the listener to take notes and refer back to points you made in your presentation. We also recommend that you provide the audience with a copy of the Executive Summary of your Business Plan. Additional handouts may include marketing materials, relevant press clippings and technical documents.

REHEARSAL

It is very important to rehearse your presentation in front of an audience that will provide feedback and constructive criticism. If possible, select a rehearsal audience that includes people who have listened to venture investment presentations previously since they will be able view your presentation from an investor's perspective and offer helpful recommendations. Additionally, be sure to rehearse your presentation with people who are not familiar with your company's technology and/or market. A common fault of early-stage venture presentations is that the presenter frequently assumes that the listener has a basic knowledge of their technical field or market. This is seldom the case, so prepare your presentation as if you were presenting to 'the man on the street.'

CONFIDENTIALITY

Potential investors will seldom sign a non-disclosure or confidentiality agreement prior to your initial presentation. As such, prepare your presentation to include only information that you are willing to share without legal protection.

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The ideal presentation will necessarily be customized to emphasize the compelling nature of your investment opportunity. It is your responsibility to create a presentation that best characterizes the opportunity while including the following critical elements. Although your presentation will be tailored to your specific company, the first two slides and the final slide must contain the following information.

- Slide 1 – Company name and logo, brief company description and presentation date.
- Slide 2 – Presentation outline.
- Final Slide – Contact information.

CRITICAL PRESENTATION ELEMENTS

In a standard 15-20-minute presentation all of the following critical elements should be included. Note: the following list is not intended to specify an exact outline of the presentation. The presenter must determine the ultimate order of the presentation and what specific information should be included.

- 1. Mission Statement:** This is the one liner of the company that describes what it's doing.
- 2. Market:** How big is the market you are pursuing and how fast is it growing? How established is the market? What are the current trends? Who are the dominant players?
- 3. Problem:** What is lacking or deficient in the market today? How big is the customer's problem you are solving?
- 4. Solution to the Problem:** What is your company's unique solution to the problem? What is the value proposition to your customer?
- 5. Competitive Advantage:** What is your sustainable competitive advantage? What are your barriers to entry? Do you own or control any patents, proprietary technology or other intellectual property? Caution: Do not dwell on your unique technology. Describe it and move-on.
- 6. Management Team:** Who is the management team? What is their experience? What skills, background do they possess that is relevant? What team members are missing and what is the plan to fill these open positions?
- 7. Per Customer Economics:** How much does it cost for you to acquire a customer? How much revenue do you generate per customer? What is your cost of goods per customer? What does it cost you to service each customer? What is churn? What is the profit per lifetime of a customer?
- 8. Marketing & Distribution:** How do you market and position your product or service to your targeted customer? How do you get in front of a customer? What channels will you use and how powerful are they?
- 9. Milestones:** What is your stage of development? What has been your progress to date? (make today's reality vs. the future you are pitching clear) What are your future milestones?
- 10. Capitalization & Fund Raising:** What is the current capital structure of the company? How much cash has been invested and by whom? Please include a capitalization table as shown in the

Executive Summary Guidelines (be sure to include management's capital contributions and all major investors). How much money are you raising? What is your valuation expectation and what is it based on? How will the money be spent? How long will the new money last and what milestones will be met? How much additional financing do you anticipate and when?

11. Summary Financial Information: Present a summary of the company's financial projections for the next 5 years, preferably in one slide. The format should be similar to that shown in the Executive Summary Guidelines. Present the expected result – what you realistically expect to achieve. Avoid being either overly conservative or optimistic.

12. Conclusion: What are the 3-5 key points you want the listener to retain?

ADDITIONAL INFORMATION

If you have sufficient time, you should also address as many of the following subjects as possible. At a minimum, be prepared to answer questions on any of these subjects even if they are not contained in your presentation. Note: having prepared slides in anticipation of likely questions will greatly enhance your credibility.

Competition: Who is your existing and likely competition? Who is adjacent to you in the market that could enter your market? What are your competitors' strengths and weaknesses? Why are you different?

Customers: Who are your existing customers? Who is your target customer? What defines an 'ideal' customer prospect? Who actually writes you the check? Use specific customer examples where possible.

Strategic Partners: Who are your current and possible future strategic partners? Who else has bought into your vision that could provide a competitive advantage? How dependent is your model on these partners?

Risks: What are the 3-5 major circumstances that could cause the enterprise to fail? What 'gotchas' could change the business outlook overnight? (e.g. technology, new market entrants, changes in standards or regulations) What are your company's weak links?

Exit Strategy: Explain how and when the investors are likely to experience a liquidity event with your business (i.e. through buy back, merger, acquisition, initial public offering, etc.). What specific operational or strategic steps will you take to achieve the exit?

Assumptions: What assumptions are key to the success of the business?