Presentation Guidelines

How to present your venture as an investment opportunity

Making the few points that count
1. Cover Page - Venture positioning statement
2. What do you do? – describe succinctly
3. What pain do you relieve? - and the value proposition to the customers
4. Who will buy your product(s)/service(s)? – describe the market
5. How better than others do you do it? - your company vs. the competition. How will you sustain your advantage?
6. How do you sell it? - direct, channel, etc.
7. What is your timetable and what have you already done? What will each step cost? Milestones
8. Who does it at your company? - list the team + credentials + previous endeavors
9. How will you grow the company beyond launch? Financial projections + skills
10. How much money do you need? - prior investments, this round, future rounds
11. What is the value proposition for the investors?- the X factor, the planned "exit"
12. What are the risks?
1. Cover… Business Positioning

- The cover slide should position the venture so potential investors have a framework for listening...
  - Company name (and graphics, if appropriate)
  - One-sentence “what we do” statement (positioning or elevator pitch)
  - Presenter’s name(s)
  - For example:

**PICtage**
A service for professional photographers that increases sales and cuts costs through online:

- Proofing and viewing
- Print-order fulfillment

Presenter: Jason Kiefer, CEO

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**Payment Protection Systems**

Devices dealers install in cars to assure that poor credit risks pay their loans on time:

- Reminds customer payment is due, controls ignition when delinquent
- Cuts dealer’s collection/repossession costs by 80% or more

Presenters:
- Mike Simon – President, CEO
- Ashley Herndon-VP Sales and Marketing
2. What do you do?

- Summarize briefly what your venture does, emphasizing the unique qualities of your product(s) or service(s), but without much comparison to the competition just yet.
- Explain where your product(s) or service(s) fits within the whole solution to the customers’ needs.
- Identify whether or not your customers will see your product(s) or service(s) as the main component of the solution or just a portion of it.
3. What “pain” do you relieve?

- Briefly describe “the pain” that exists in the market. Give a couple of examples, and relate to what “unfair advantage” you have for relieving this pain.

- Important points to cover:
  1. How do you know that there is real “pain”?
  2. Further explain your understanding of the needs in the market. Dwell on this point!
  3. What is/will be the ROI for the customers? How fast will they recoup their investment? (the “value proposition”)
  4. How will you protect your product(s) or service(s) from becoming a commodity?
4. Your Product(s) or Service(s) as a Solution

- Clearly explain your product(s) or service(s) … what it is that customers will be buying?
- Explain where your product(s) or service(s) fit within the whole solution to the customer’s need, as customers see it. For example:
  - Services, technologies or platforms (“enablers”) required to make your product effective
  - System, behavior or procedure conversions required to realize the key benefits
- Identify your value-added (what portion of the whole solution you provide)… and whether customers will see your product(s) or service(s) as being the main component of the solution
- Describe the benefits delivered, justifying the cost of the whole solution vs. the expected benefits.
5. Market...Your Customers

- Define the characteristics of the companies or consumers that need a solution
  - Quantify – number of prospects that have the need
  - Explain how the market is growing and why
- Identify the important 2 – 3 segments of the market; for each...
  - Estimated market size (customers & potential sales)
  - What distinguishes the key segments of the market from each other and from the market as a whole
  - How urgently customers need or want the solution
6. Competitive Position…

Competitors and Barriers

- Address three key barriers to the adoption of your solution:
  - **Big Dogs** – What are huge, well-known companies that have existing products and well-established relationships with your target customers doing? How will they react to your initiatives?
  - **Inertia** – What will it take to get customers to change what they are using/doing today?
  - **Innovators** – What companies might leapfrog your solution with equal or better solutions?

- Explain how you propose to win against the best of these

- In particular, describe your strongest barriers to competition… i.e.: if you are successful, how do you plan to block better-known or better-funded competitors from moving in and taking over.
7. Marketing/Sales/Support

- Briefly explain the expected selling cycle (the time between your making contact with the customer and the customer’s buy decision).
- Describe how you propose to reach your targeted customers – focusing on the initial segments
  - **Marketing** – To raise customers’ awareness of your product(s) or service(s) and stimulate their interest in buying
  - **Sales** – To give *buyers* (buying decision-makers) a convenient way to find out the details and place an order
  - **Support** – To help customers understand your product(s) or service(s) before buying, (during installation) and in use
- If you rely on indirect channels, explain:
  - Your approach to reaching *them*
  - Whose responsibility it is to raise awareness and generate demand among end-customers
  - Who provides pre-and post-sales support
- Describe special sales incentive programs (if any)
8. Management Qualifications…
Background, Startup Experience

Focus on the management team, in particular:

- **CEO** – Who will run the show?
- **CTO** – Who will develop your core technology/ies?
- **CMO** – Who will find and reach your markets?
- **CFO** – Who will keep track of the $$$?

You may not use these titles or have full-time individuals in these roles but you need to describe how you are fulfilling these functions.

What individuals or types of individuals are you getting advice from or would you like to find to become advisers?
9. Growth Beyond Launch

- Explain the development status… how much work remains before the product/service achieves full functionality.
- What dollar and other resources will it take to get to product/service launch?
- What do you need to do to achieve positive cash-flow and how long it will take to get there?
- What level of revenues and profits do you anticipate over the next 1/3/5 years?
10. What is the value proposition for your investors?

- How much money do you want from them?
- What will you do with it?
- What will they get for it → how will your success reward your investors?
11. The Risks

- Investors need to know what keeps you awake at night:
  - Quality issues?
  - Adoption rate?
  - Costs?
  - Cash-flows?
  - Manufacturing problems?
  - Personnel recruitment, training, retention?
  - The competition?
  - Scaling up?
  - Etc.
  - Be open and straightforward. Investors are looking for “win-win” situations.