

Presentation Guidelines:

How to present your venture
as an investment opportunity

➔ Making the few points that count



Economic Development



AT STONY BROOK UNIVERSITY



Your 12 Slides: The Essence of Your Presentation

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

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:
 - How do you know that there is real “pain”?
 - Further explain your understanding of the needs in the market. Dwell on this point!
 - What is/will be the ROI for the customers? How fast will they recoup their investment? (the “value proposition”)
 - 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 the 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

