Designing and Presenting a Successful Business Plan PresentationTitle Page…

LOGO

YOUR COMPANY

(Tagline – (e.g. “We bring good things to life”)

Before you start…

A few tips: "

1. First, it’s all about them: confirm your presentation time the day before and show up 15 minutes early. People are really busy and meetings get mixed up."

2. Then, it's all about you: the content of the presentation is about your business, but people look for things you convey in between the lines - your integrity, realism, and whether or not you are coachable."

3. Sell, sell, sell: the purpose of your pitch is to sell, not to teach; to excite, not to educate."

4. Show don’t tell: don’t tell people what your product does, just show your product doing its thing."

5. Use inclusive words in present tense: like “we” and “our,” as opposed to “you” and “your,” and “we are” or “we can”. Active words engage your audience, inclusive words draw them in."

6. You have only 30 sec per slide and 10 min per presentation: practice with a stop watch in front of the mirror. If you do it longer, you have lost people’s 60 sec partial attention between you and their iPhone."

7. Many bullet points are death: they’re boring, they show that you don’t have the ability to create a compelling story with data, they show that you don’t think that much of the person being presented the information. Use as few as possible and use more charts, product shots, feature set tables and the like. But don’t use “funny slides” or graphics for graphics sake. You’re not pitching your company to get laughs - you’re doing it to raise capital."

8. Focus on the areas where you are strong: talk less about the areas where you are weak."

9. Change up the tone of your voice: One tone, a mono-tone, is the worst, and will put people to sleep."

10. One driver, one navigator: have one person speaking while another is demoing the product. It’s best for people to connect with ONE person and to get into a groove with that one person’s voice. "

11. Know how to deal with a technical problem: have a couple of anecdotes ready to go while fixing issue."

12. Leave people wanting more: people should be either blown away or intrigued by your core product."

Introduction

Describe / Show your product in 60 seconds or less"

1. Introduce yourself: name, position."

2. Describe your product in one sentence, 4 words max: People are going to come up with a moniker for your service anyway, if you don’t. "

TIP: The first 30 seconds of your presentation is critical. There are a couple of ways to start your presentation that will work. Which one you select should be based on what’s the most effective at engaging your audience. "

* Personal: many of the best products ever built were done so out of the frustration of their creators. A fantastic way to start your presentation is to share how you came up with the idea. "
* Problem: tell a story about a person in pain, be as specific as possible, so that the audience can identify with that person quickly. If it is you, use the previous scenario."
* Product: this method is great for sexy products. If you’ve got something that just looks amazing, you might want to consider just starting. In this case, the longer it takes for you to show your product, the worse your product is, and if you don’t have a product to show, don’t take the meeting."
* Stint: this is the most dangerous, and advanced, technique in presenting. Start out with a stint, to reveal that it is a result of your product solution. Only do it if you’re entertaining as hell."

Problem

What is the market pain, size and how are you measuring it? "

1. Tell a story about the person in pain: be very specific, ideally it is a real person - so that the audience can identify with that person quickly. Include a real message from that person in “quotation”."

2. Tell a story about the pain: is it a headache or a migraine? It needs to be a migraine, and all other solutions out there must be inadequate"

Business Model

(and potential for revenues)"

How do you make money? What is the price for your product? How did you come up with it? What is the cost to make your product? How are you going to be profitable? What is your revenue model? Have facts handy in case you are asked about your assumptions - to back them up. "

TIP: Investors will want to know you understand your business model inside and out. Be ready to answer the following questions:"

* What is required to be profitable? "
* What if you can’t sustain the price? "
* What if it takes twice or three times as long to make each sale? "
* What if your costs don’t decline over time? "

Underlying magic

Technology / What you are trying to build: how much, for how long?"

Secret sauce: Depending on your solution, you might need a separate slide to convince investors that no one else can easily copy your solution (if applicable to your business). If you are in a business sector in which intellectual property is important, this is where you drill down into your secret sauce and proprietary technology. Boil this down to simple elements and terms, devoid of jargon, and highlight the elements of your technology that give you unique potential for leverage and scale as you grow."