

## **PowerPoint Presentation**

A good presentation is akin to a movie trailer. Your objective is to pique an investor's interest and motivate him to follow up with you. It's a marketing piece, not a comprehensive presentation or analysis of your company. A presenter should orient to the tag line in the movie, Jerry McGuire, 'Show Me the Money!'

Take a minimalist approach and use little text. The more you 'dumb down' your presentation, the better. Use few slides, preferably no more than 10, and no more than 2 or 3 bullet points per slide. Each slide should convey a specific message and serve a purpose. What do you want an investor thinking after he looks at each slide? Have backup slides to answer questions in the Q&A session to follow.

An effective presentation will answer the following 3 questions:

**What do you do?**--(You should be able to explain your product or service in 1 or 2 sentences.)

**Why does your company have the potential to make investors a lot of money?--**

3. What's your value proposition?
4. How big is your target market?
5. What's your go-to-market strategy?
6. What's your revenue model?
7. How will you differentiate yourself and fend off the competition?
8. Do you have an exit strategy? (Which companies might acquire you?)
9. What traction have you gained? (Completed prototype, proven business concept, revenue, strategic partnerships, etc.)

**Why is your management team qualified to execute your business plan?--**

10. Do they have domain expertise?
11. Do they have entrepreneurial experience?
12. Have they built successful companies in the past?
13. Do they have skin in the game and invested their own money?

Other important questions to consider:

1. **What are your 'Wow' factors?** (What about you, your company, and management team stand out and will grab an investor's attention?)
2. **Who is interested in your company?** (Customers, prospective customers, strategic business partners, industry experts, potential acquirers?)
3. **What compelling stories can you tell about yourself, your company, and management team?**

What investors really want to hear:

14. **“We have a unique product or idea that solves a problem and is value-added and will appeal to prospective customers.”**
15. **“We have put together a first-rate management team that can execute. They have domain expertise and have built successful companies in the past.”**
16. **“We have gained significant traction with customers, strategic partners, etc.”**  
(This is the most important area and can substantially reduce risk in the investor’s mind.)

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- 18.
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- 20.
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