Presentation Tips

1. Introduction
   - Introduce the venture team.
   - Briefly highlight the team expertise.
   - Start by explaining what problem the venture is solving.
   - Identify potential risks.

Tips
   - Exhibit smooth transitions between each team member’s presentation.
   - Display the venture team’s leadership skills.

2. Audio/visual
   - Use PowerPoint® (or similar presentation software).
   - Incorporate video and sound if possible.
   - Use taped testimonials and sound bites.
   - Use music with the transitions.
   - Include photos of the company and product or service.
   - Have brochures and business cards.

Tips
   - If using overheads, do not “talk” to the screen.
   - Have backup overheads/video (in case of equipment failure).
   - Expand on key points; do not repeat what is written on the visuals.

3. Presentation
   - Demonstrate the team’s understanding of growing this venture.
   - Use stories when talking about the venture.
   - Address the venture’s profitability.
   - Cover investor payback issues.
   - Explain what the investors’ money will be used for.
   - Focus on the competitive advantage of the venture.
   - Prove that the venture has a competitive advantage.
   - Use customer testimonials and letters of intent.

Tips
   - Exhibit interaction among team members.
   - Display lots of enthusiasm.
   - Focus your eyes on the audience.

4. Summary
   - Be direct when answering questions.
   - Identify a “leader” to field questions or redirect.
   - Show how the management team works together.
   - Close with a sizzle (not a fizzle).
   - Thank the audience for the opportunity to present the venture.

5. Key success factors
   - Explain why the venture will succeed.
   - Highlight the product or service.
   - Show successful track record.
   - Demonstrate the competitive advantage of the product.
   - Prove the venture has satisfied customers.
   - Explain target market.
   - Identify competitors.
   - Explain pricing.
   - Outline legal structure.
   - Mention operational controls in place.
   - Forecast growth strategies.

Key points
   - Do not use notes if you are comfortable without them.
   - Stay on time.