

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.