



PRESENTATION TIPS

There is an excellent book called The Art of the Start, by Guy Kawasaki that speaks in very simple terms to many of the issues facing technology entrepreneurs. ETC is particularly fond of Kawasaki's approach to developing and making presentations to potential investors, customers and partners. The ETC library contains several copies of this book; you should read it from cover to cover. In the meantime, here are some ideas to get you started on developing an effective and professional corporate pitch.

Focus on developing a 10 slide, 12 minute presentation (plus a few minutes for questions). You are developing a big picture presentation, so discipline yourself to work in short bullet points, not long paragraphs, and 30 point font (assume that the entire audience will not be able to read anything smaller than 14 point font). The goals of this presentation are simple: get the audience to remember what you do and be compelling enough to get you to the next level.

Develop your presentation around the slide-by-slide recommendations in the following chart. Use a consistent slide format and color scheme, number your slides and include your company logo on each slide.

Slide	Content
1. Title	Company name, your name, title and contact information
2. Problem	Describe the pain that you are alleviating, preferably in personal terms; the goal is to get the audience to buy-in right away.
3. Solution	Explain how you alleviate the pain – what do you sell and what is your value proposition?
4. Business Model	How do you make money? Who pays you and what are your distribution channels? What are your gross margins?
5. Underlying “Magic”	Describe the technology (“secret sauce”, “magic”, etc.) behind the product or service. How is your IP protected?
6. Marketing & Sales	How will you reach the customer and what are your marketing leverage points?
7. Competition	Complete view of the competitive landscape (The competitive matrix described in the ETC Tech Guide works well here)
8. Management Team	Key players – management, board of directors, board of advisors, and investors, if any.
9. Projections & Key Metrics	Five year forecast – include dollars and metrics like number of customers and conversion rate.
10. Current status & accomplishments, timeline & use of funds	Where are you right now, what does the near term future look like and what you will do with the money you're trying to raise? Assign milestone completion dates wherever possible

This presentation format is geared toward a potential investor, but it can easily be adapted to a potential major customer or a potential partner. ETC recommends that you prepare this presentation before beginning work on your business plan. Doing so forces you to get to the essence of your plan. Use the presentation as the basis for the outline and executive summary for your business plan. Upon request ETC personnel will assist with presentation dry-run sessions. Sample generic presentations are also available as reference from the ETC library.