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# Investor Presentations

Susan Block



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# Two Issues

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## What you Present

- Content

## How you Present it

- PowerPoint and Speaking



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# Guidelines for 8-10 minute Investor Presentation



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# Investor Presentation

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- ▶ Ultimately reduce to 10 -12 PowerPoint slides
- ▶ Use simple Bullets or Charts to emphasize main points



# Content

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- ▶ Introduction and Background
    - Who you are, what you do, why you will be successful
  - ▶ Problem or Opportunity
  - ▶ Solution
    - Product or Service
    - Features, Benefits, Competitive Advantage
- 



# Major Topics of Interest to Investors

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- ▶ Competitors
  - How you are different
- ▶ Magnitude of Opportunity (\$\$)
  - Industry
  - Target Market
  - Demand
- ▶ Pricing Model
- ▶ Revenue Model



# Major Topics of Interest to Investors

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- ▶ Proprietary Technology or Patents (if applicable)
- ▶ Marketing and Distribution
- ▶ Management and Board
- ▶ Projections
  - Revenue and Operating Income
- ▶ Prior funding history and Use of Proceeds
- ▶ Summary of Investment Opportunity / Benefits



# Remember --- Clearly define what you do

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- ▶ Very clear, concise, easy to understand
- ▶ Distill down to “elevator pitch” or could explain to 10 year old
- ▶ Make it very clear if you sell a product or service, if you design or manufacture it, exactly what you do.
- ▶ Make it very clear who your customer is and what the product or service does for them.
- ▶ Three to four bullets maximum



# Content - Problem

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- ▶ Successful products and services addresses problems or “pain”. Define the problem

(and perhaps why other solutions aren't adequately solving it)



# Solution

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- ▶ What your firms does to solve this problem or address this opportunity
  - Your product
  - How it is different
  - What it does



# Investor Presentations

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## Effective PowerPoint Presentations



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# Make it Big (Text)

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▶ This is Arial 12

▶ This is Arial 18

▶ This is Arial 24

▶ This is Arial 32

▶ This is Arial 36

▶ This is Arial 44



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# Keep It Simple



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# Keep It Simple (Text)

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▶ Too many colours

▶ Too *Many* Fonts **Styles**

▶ The 6 x 6 rule

No more than 6 lines per slide

No more than 6 words per line



# Keep It Simple (Text)

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## Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and devising, implementing, evaluating, and managing solutions to those problems in situations in which learning is purposive and controlled

**Too detailed !**



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# Keep It Simple (Text)

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## Instructional Technology:

A process involving people, procedures & tools for solutions to problems in learning

**Much Simpler**



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