

Suggested Presentation Guidelines

Company

- Define business purpose or value proposition - how it solves a problem and cures excruciating pain
- Provide summary of your company's milestones

Products and Services

- Describe important features and benefits - how is it differentiated, feasible, and adopted
- Describe existing products and status of new products
- Discuss pricing and margins
- Explain proprietary position
- Articulate any relevant regulatory or environmental issues

Market and Marketing Strategy

- Market size and analysis
- Market, distribution, sales strategy and how will you execute the strategy
- Describe your customers
- Evaluate competition
- Discuss the issues or circumstances that "drive" or create the market-What compels people to buy

Management

- Give brief backgrounds of key individuals - specify why they add value to the company, and their past success and achievements?
- History or working together as a team
- Identification of immediate and future personnel needs and initial organizational structure

Financial Summary

- Provide annual revenues, and profits over a 3-5 year period. Justify your financial assumptions with sources. Include a financial history if applicable.
- Define funding requirements - How much is needed at what stage of development until the investor exit event occurs.
- Describe the history of any previous investments in your company by investors
- Indicate an exit strategy

Common Mistakes

- No energy and passion in the presentation
- More than one presenter
- Too much technical language
- Too much discussion about the idea and product and not enough explanation about the market, business opportunity, and revenue models
- Listing too many names of clients or partners. Indicate how many clients and name a few big names to spark interest

For more information see:

<http://www.goldencapital.net/Entrepreneurs/Resources.asp>

<http://www.askmar.com/artofbiz/artofbiz.html>

<http://www.businessplans.org/business.html?>

<http://www.businessplans.org/plan.asp>

<http://www.entreworld.org/>

<http://www.softwareceo.com/>