

## 5-Minute Presentation

Company, Inc.

*We're always on!*



We sell [products/services]  
to [customers] who want [benefits].  
Unlike [competitors], we [differentiator].

**John Washington**

President

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### TITLE PAGE

Include all the following:

- Company name, tag line, logo
- Elevator pitch: Use the format shown (*credit*: Dave Bittner, [www.beanstalkcfo.com](http://www.beanstalkcfo.com)) or make your own format.
- *Elevator Pitch Guideline*: Describe your business model (how you will make money) in 20 words or fewer. If your business model is not clear from your elevator pitch, you may have to add a slide (right after the Title Page) to describe your business model.
- Show contact information for the person you want investors to speak to.

Use minimum 30-point typeface throughout (see Guy Kawasaki: [blog.guykawasaki.com/2005/12/the\\_102030\\_rule.html](http://blog.guykawasaki.com/2005/12/the_102030_rule.html)).

# Who We Are: Key People



- **John Washington**, CEO, has started, built and sold 3 businesses.
- **Jane Dollar**, CPA, CFO, worked with 2 large companies, investor financing and an IPO.
- **Fred Gearhead**, PhD, CTO, has 5 patents and degrees in engineering and chemistry.
- **Susan Sales**, CMO, was marketing director for divisions in 2 *Fortune-500* companies, and account executive for 3 national brands.

## WHO WE ARE: KEY PEOPLE

Investors invest in people more than they invest in business models. Talk about your key people right away.

- 2-3 lines on each Principal or Key Executive.
- First, emphasize experience creating, harvesting other businesses, if any.
- Second, emphasize experience related to running this business.

# Current Status & Forecast



	<u>Last Yr</u>	<u>Next Yr</u>	<u>3 Yrs Out</u>
• Customers	700	10,000	50,000
• Revenues	\$0.5	\$2.8	\$9.7
• Assets			
– Patents	3	5	9
– Labs	1 Basic	1 Full	2 Full
– Sales outlets	12	160	400
• Growth		560%	346%
• Break-even projected at month 23			

## CURRENT STATUS

Describe the following if they apply to your business:

- *Customers*: Demonstrate that you are in the market and currently have customers, no matter how few. Angels today require funded companies to have customers before investment.
- *Revenues*: Demonstrate that customers actually give you money for goods or services, no matter how little.
- *Assets*: Describe what you have that will enable you to succeed in the market: protected intellectual property, capital equipment, know-how others don't have. Investors require that your intellectual property be fully protected, or other barriers keep competitors out of your market.
- *Projections* for the near and longer-term, to 3 or 5 years out, but not further.
- *Chart*: Show your trend in a graph, if you want, but keep it simple, with time on the X axis, \$ on the Y axis, and just one or two lines or sets of bars. Do not use multiple axis scales, mix lines and bars, or show more than two lines or two sets of bars.
- *Milestones*: Identify breakeven point or other key milestone.

NOTE: Slides 3 (Current Status & Forecast) and 4 (Opportunity) may be switched, if it tells the story better.

# Opportunity



- Industry size & trends:
  - Key fact 1
  - Key fact 2
- Target customers: Who they are
  - How many potential customers
  - Customers growth prospects
- Competitors: Who they are
  - Competitors relative strengths
  - How to overcome, mitigate their strengths

## OPPORTUNITY

Make these three key points, even if it takes more than one slide to make them:

- Industry size and trends: How big is the industry and how fast is it growing?
- Target customers: Who are they? How big is the potential market? How fast is the market growing?
- Competitors: Who has market share? Why are they successful (strengths)? How will you compete against them?

NOTE: Slides 3 (Current Status & Forecast) and 4 (Opportunity) may be switched, if it tells the story better.

# What We Need to Succeed



- Short term: Angel investment of \$500,000
- Longer term: 2<sup>nd</sup> round: \$1.5 million

### **What we will do with the capital:**

- Increase marketing nation-wide
- Extend product line with new products
- Fully-equip the laboratory, add new lab
- Increase sales to \$9.7 million

## WHAT WE NEED TO SUCCEED

What are you asking for? How much and when do you need it?

What will you do with the money?

- Don't say you need it to pay current staff salaries.
- Emphasize investments that will help you to grow the business: marketing, patent filing, lab equipment, production equipment, etc.
- What will be the result of the investment?
  - "Grow sales to \$9.7 million."
  - "National campaign to launch three new products."
  - "Move from today's working prototype through beta test to full production version by (date)."
  - "Ramp up production capacity to 225,000 units per year."

## 5-Minute Presentation

Company, Inc.

*We're always on!*



*We build the future you can count on today!*

### LAST SLIDE

End the basic presentation with a feel-good image on the screen—related to the business--as you repeat a key message and ask if anyone has questions.

- Go back to an earlier slide to highlight an answer to a question, if relevant.
- Prepare some additional slides that will address any key questions you expect to be asked, but did not have time to address in the basic, 5-minute presentation.