

HOW TO PRESENT YOUR IDEA...

FOLLOW THESE TIPS AND YOU WILL SUCCEED!

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The purpose of any presentation is to stimulate interest, NOT to cover all aspects of your startup... and bludgeon your audience into submission. You are always *"hoping you get a second meeting!"*

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THE 10 SLIDES YOU NEED... TO PRESENT YOUR IDEA

- The recommended number of slides is always ten (10). This incredibly small number forces you to really think about your product/service, your people, and what you want to do going forward.
- You can always add slides... but never try to add more than five slides for a grand total of 15 slides.
- Keep this formula in mind → The more slides you need to express your idea(s), the less compelling your idea(s) are for the listener.

TITLE

- On this slide simply provide your company name, your name and title, the company address, the main email address, and of course a primary mobile phone number.
- This slide will become – if you are successful in the first meeting – take-away sheet of paper they will use to get back in touch with you.

PROBLEM / OPPORTUNITY

- On this slide - describe the pain that you are taking care of with your idea or... the pleasure you are providing!
- This slide will establish both your financial needs/desires as well as indicate to the listener how “deep you have thought about this problem or opportunity.”

VALUE PROPOSITION

- On this slide – explain the “value” of the pain that you are taking care of with your idea or... the “value” of the pleasure you are providing!
- This slide will tell the listener where you place “value” and at what level. This “defining of your value system” also will give credence to your eventual financial requirements.

UNDERLYING MAGIC

- On this slide – describe the technology, secret sauce, or simple magic behind your product or service.
- The less text and the more diagrams, schematics, and flowcharts the better. We just love pictures!
- If you have a prototype available – then now is the time to bring that out and demo.

BUSINESS MODEL

- On this slide – explain who has your money [customers?] and how are you going to get that money! What are the steps involved?
- You can add a very simple “timeline chart” slide right after this slide since that will be required very soon after the second meeting [*remember the initial goal this afternoon?*]

GO-TO-MARKET PLAN

- On this slide – explain how you are going to reach your customer base... without breaking your bank account. Never suggest that you'll be “spending borrowed money.”
- You may want to add in here... your definition of your [potential] customer base. *What does your typical customer look like?*

COMPETITIVE ANALYSIS

- On this slide – provide a complete view of the competition and competitive landscape.
- This is also where you want to begin citing “secondary sources of competitive landscape information...” *What are other people in the industry saying about this niche you want to be involved in?*

MANAGEMENT TEAM

- On this slide – outline the entire management team, your board of directors, your board of advisors, and any investors that are on-board right now.
- It is perfectly OK to have gaps in the team. *It is important to recognize this and talk briefly about how these gaps will be addressed down the road.*

FINANCIAL PROJECTIONS

- On this slide – You want to work in “THREES”. Provide a three-year budget forecast for your product. Always talk about “quarterly this or that...” which is three-months, etc.
- This slide also should highlight key metrics including number of [potential] customers and your customer conversion rate.
- **NO NEED** to project large crazy numbers to the listeners... they want realistic numbers and can smell “cooked books” from 1,000 kms away!

CURRENT STATUS, ACCOMPLISHMENTS TO DATE, AND USE OF FUNDS

- On this slide – You want to explain the current status of your product or service. Talk briefly about the near future of the product/service.
- Tell the listener what you have accomplished thus far. Clear targets – being hit regularly - is a great sign of maturity in the business world.
- Finally, tell them what you are using the money for that you are trying to raise. Do not list out, “300 Euros for a printer, etc...” but speak in broader terms.

LIQUIDITY

No one knows when they are going to achieve liquidity. You may reach that point earlier than expected or it may never come. But here's a word-to-the-wise:

Never have a slide that states that “we have two liquidity options: IPO or acquisition.” A savvy investor already knows this and if they ask you that question – then they are not very seasoned investors and I would be wary of them!

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