Entrepreneurs’ Bootcamp #2
Oral Presentation
Darren T. Kimura
dkimura@sopogy.com

**Introduction**
- About Darren
- Understanding your goal
  - Who are you speaking to?
  - Background of audience
  - What are you trying to accomplish?
    - Raise money?
    - Establish credibility?
    - Get a good grade?
- Importance of Pitches
  - Focus on introduction not on explanation
  - You’re typically trying to get a next meeting
  - Get past the Gatekeeper

**Layout > Anatomy of a Slide**
- Company Logo or Name
- Website URL
- Page Number
- Very dark Fonts
- 28 Point Font
- White Background
- Website URL

**Layout > Pictures**
- 2-3 Topics per slide max
- Word should be short and to the point.
- You will provide detail in your presentation

**Layout > Differentiation**
- Large audience pitching:
  - Dark or gradient backgrounds will be washed out
  - Light fonts will be hard to see
  - Images will be confusing w/ your graphics
- White font no-no
- Content is key

**Agenda**
- Give your Business Plan a Voice!
- Introduction (3 Mins)
- Layout (10 Mins)
- Content (25 Mins)
- Pitch (15 Mins)
Content > Slide 4 > Solution

- Identify how you solve the problem
- Use this as an opportunity to differentiate yourself
- Be careful – don’t be too broad
  - Market niches
  - Simple differentiators
  - Key points
- Don’t use jargon
- Show how your technology solves the problem.

Content > Slide 5 > Product/Service

- Make the complicated simple
  - Images
  - Diagrams
- Key description
- Keep it simple
- Don’t make it “Markey”
- X-check: Can your family can understand the model?
  - Can’t explain it, can’t sell it

Content > Slide 6 > Sales Model

Content > Slide 7 > Intellectual Property

Content > Slide 8 > Competition

- Talk about how big the TAM (Total Available Market)
- Talk about ASP (Average Selling Price)
- Have you deployed prototype?
  - Show images, have quotes
- Did you win a grant?
  - Demonstrate report
- Were you featured by major magazine?

Your chance to compel the investor with your business
Content > Slide 10 > Team

You want EXPERIENCE IN BUSINESS

- Past work experience
  - Big company names
  - How many years
  - High executive positions
  - Past success
- Educational background
  - Big schools, specialty focus to your business
  - Academic not so hot for start-ups
  - GPA not interesting unless stellar
- Board of Directors
  - Industry experts great
  - Academics okay
- Board of Advisors
  - Academics great!

Content > Slide 11 > Financials

- Include comparables “comps”
  - Big public companies
  - Use key metrics and compare against yours
  - Key in on EBITDA if you’re looking for private placement
  - Key in on Comp P/E if you’re looking for public markets
- Demonstrate Scale!!!
  - If it doesn’t scale – it won’t get funded
- Reflect strong Gross Margins
- Don’t be afraid to BHAG it!
- Use industry graphs

Content > Slide 12 > Ask

- Develop a SOLID Exit Strategy
- Understand your Use of Cash
- Mention superstar helpers

<table>
<thead>
<tr>
<th>Current Owners</th>
<th>Series A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financing History</td>
<td>$ being raised:</td>
</tr>
<tr>
<td>Organically grown to date</td>
<td></td>
</tr>
<tr>
<td>Seed $15M</td>
<td></td>
</tr>
<tr>
<td>Pre-money value:</td>
<td></td>
</tr>
<tr>
<td>$5 (2017)</td>
<td></td>
</tr>
<tr>
<td>Anticipated close:</td>
<td></td>
</tr>
<tr>
<td>Operating Company</td>
<td></td>
</tr>
<tr>
<td>Seeking:</td>
<td></td>
</tr>
<tr>
<td>Strategic Investor</td>
<td></td>
</tr>
<tr>
<td>Venture Capital</td>
<td></td>
</tr>
</tbody>
</table>

Pitch > General Comments

- Funny? Gimmicks?
  - Not unless that’s your business
- Try to locate videos, podcasts or documents from previous events
- Attend pitch events
- Talk to entrepreneur experts
  - Confidence building
- Several weeks before
  - Pitch your family
  - Pitch your friends
  - Pitch your teachers
- Study comps
  - Online, Yahoo! Finance, SEC.gov

Pitch > 1 Week Before

- Practice
  - Pitch Colleagues
  - Pitch Business People
  - Pitch Investors Advisors
  - Next slide"
  - Polite but authoritative
- Manage your time
  - Nervous – everyone is
  - Average 1:30 seconds per slide
- Try to go last before a break
- Avoid going first or first in a group of presentations
- Make business cards
- Communicate with the event coordinator
  - Lack of knowledge will stress them out
- Manicure
  - Cut your hair
- Don’t memorize
- Rest up the night before

Pitch > Day of Presentation Part 1

- Dress code
  - 1 step above your audience
  - Know thy stage (watches, large diamond rings, accessories)
  - Investors like people they can associate with
- No last minute changes
- Don’t drink coffee of caffeinated drinks 1 hours prior to pitch
- Disarm your audience
  - Circulate before you start
  - Shake hands, pass your card out
  - Get pre-information out
  - Handouts, copies of presentation
- Don’t eat 1 hour prior to pitch
- Back up presentation on jump drive, laptop, hard copies
- Use the bathroom 2 presentations before yours
- Mirror – Check out our clothes, teeth, etc.
- Practice talking out loud
Pitch > Day of Presentation Part 2

- Watch the presentation before yours
- Bring up bottle water
- Bring business cards and a pen
  - Stand near stage after presentation
  - Look for people trying to make eye contact and acknowledge
  - Keep an open body position
  - Ask for business cards
  - Schedule follow up or coffee