Spreading the spirit of enterprise
Enterprise Tuesday

25th November 2008

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Spreading the spirit of enterprise
<table>
<thead>
<tr>
<th>Good things:</th>
<th>Bad things:</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Enthusiasm</td>
<td>- Things I know are untrue</td>
</tr>
<tr>
<td>+ Logical progression</td>
<td>- Things I don’t understand</td>
</tr>
<tr>
<td>+ Validators: things I know or I understand</td>
<td>- Internal inconsistencies</td>
</tr>
<tr>
<td>+ Believable upside</td>
<td>- Typos, literals, mistakes</td>
</tr>
</tbody>
</table>

Spreading the spirit of enterprise
Selling You

- Integrity
- Passion
- Experience
- Knowledge
- Skill
- Leadership
- Commitment
- Vision
- Realism
- Coachability

Spreading the spirit of enterprise
Ideal slide content

• Good: Short bullet points

• Better: Just the headline

• Best: Images

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Ideal presentation: Easy Version

• Problem

• Solution

• Team

• Investment opportunity
Ideal presentation: Overview

- Company logo
- Business overview
- Management team
- Market
- Product
- Business model

- Strategic relationships
- Competition
- Barriers to entry
- Financial overview
- Use of proceeds
- Capital & valuation

Spreading the spirit of enterprise
Company Logo

- Just the logo!
- Don’t waste time on who you are, who they are, where you are, what day it is…

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Business overview

• “We build widgets”
• Make it snappy!
• Set the context: explain the problem you are solving
Management team

• Who has done it before?
• What other experience do you have?
• Include advisors and non-execs
• Aim to show why “you are the winning team”
Market

- What’s the problem/opportunity?
- Where is the potential market?
Product

- Show me!
- But…don’t do a live demo
Business model

• How does it make money?
• Who are the customers?
Strategic relationships

• Special partnerships, distribution channels
• We want brand names!
• But, **never** overstate the relationship
Competition

• Exactly who are they?
• It’s OK to have competition
Barriers to entry

• How are you different?
Financial overview

• Up to 3 or 4 years financials
• How much money are you going to make?
• What drives profits up?
Use of proceeds

• What are you going to do with the money you raise from investors?
Capital & Valuation

• This is “The Ask”: only the CEO can do it
• How much do you want?
• Who already invested?
• Have you invested, Friends & Family?
Conclusion

• Just the logo on-screen

• Make the final pitch, in a sentence
Other useful hints

• Use Presenter Mode or Adobe Ovation
• Use a Remote Control
• Handouts are not the presentation: give lots more information on paper
• Don’t read the speech
• Never, ever, look at the screen – look at the AUDIENCE!
And finally, check out…

Guy Kawasaki’s 10-20-30 rule:

10 slides, 20 minutes, 30-point font

http://www.presentationhelper.co.uk/10-20-30-rule-powerpoint.htm

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Questions??

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