

# Business Plan Presentations

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# 10 Slide Presentation

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- Your job is to **excite**, not educate
- Tell a clear, easy-to-repeat story in the first 90 seconds
- BIGGER, BETTER, FASTER, CHEAPER
- “what is customer value proposition”

# Cover Page

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- Company name and logo
- Address
- Telephone number: office and cell
- Presenter's name and title
- Email address (also on the bottom of every slide)

# Slide #1

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- What unique benefit will you provide
  - To what customers
  - To solve what problem
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- 90 second rule

# Slide #2

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- How big is this problem
  - Why does it exist
  - Pain (time, money, etc ) for your target
  - How many have the same problem
  - How do they solve it now
  - How much are they spending on the current solution
  - How fast is this problem growing

# Slide #3

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- What is your solution
  - Why it is better
  - How do you deliver the solution
  - Who at the company will recognize the benefits
  - Clearly divide technical benefits from business benefits
  - Segments: focus on **slice of market**

# Slide #4

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- Secret sauce
  - Why can't someone else do the same thing
    - “barriers to entry”
    - Patents: granted and applied
- Unique technology
- People Expertise

# Slide #5

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- Competitive advantage
  - You are good but are you **really better**
  - Why will they pick you over the other alternatives
  - Easy for customers to change to you?
  - Customer references are put here
  - Graph or Chart on **you vs. competition**
  - Need to answer the question: is the business **"scalable"**

# Slide #6

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## ■ Sales

- How will customers be contacted
- Who will speak with/visit customers
  - explain your solutions and how it will help your customer
- Who will “close” the sale
- On an aggregate basis, how much will selling expenses cost for every \$1 of revenue

# Slide #7

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- Marketing spend, not market research
  - How will customers know about your company and products
  - Lead generation: customers that are interested
- Trade shows
- TV advertising
- Website
- Direct Mail
- Too little \$ spent on marketing, and you struggle in obscurity....to much and you run out of money before the sales effort starts
- Show a timeline: \$ spend by area by Qtr or Year

# #8

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- Customer economics
- Tell a story: potential customer, beta site, real customer,
- Why will they buy in \$ terms
  - How much will they pay for each piece
  - What else could they buy at that price
- Customer alternatives

# Slide #9

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- Summary financial projections
  - How big will the company be in year 3
  - When will the company start being profitable
  - How much money is needed to get to break-even
  - What will you do with the money
  - P+L, Bal. Sheet, Cash Flow,

# Know the key Financial Drivers

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- Time to cash breakeven
- Average sell price
- # units sold
- Key hires and when
- Development milestones and \$ to reach
- Sales Ramp
  - \$ sold per person - goal
  - How long to reach goal
  - Total compensation
  - Elapsed time from lead to close
- Sales and Marketing as a % of Revenue

# Source and Use of Funds

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- How much do you need
  - \$ in case of emergency does not work
- What will you do with the money
  - 5 bullets max.

# Slide #10

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- Management

- 4 bullets for the president
  - 3 bullets for the other key contributors
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- Who has experience in this industry
  - Has anyone else started a successful company
  - Tell a story that shows you are tenacious in the face of adversity

# Slide #11 Summary

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- 3-5 bullets you want remembered

# Last Thoughts

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- Use graphics
- It is difficult to be brief
  - PowerPoint forces you to be concise
  - Keep ideas to one line
- Don't read the slides..speak to them