

Presentation Template – How it Works...

I would like to start by stating that although the attached PowerPoint document is called a 'template' this is more of a guide for the 'perfect investment pitch' it has been put together over the last five years by the London Business Angels team with constant input from their successful Business Angels.

The reason for having a guide to PowerPoint is that most people are used to doing presentations and PowerPoint's for clients however this presentation is very different as it is aimed at investors and you are now trying to sell the company rather than the product! If you follow the structure of the PowerPoint you will hopefully have a very successful presentation.

I would however like to confirm once again that this is a guide so you **do not** have to answer every bullet point and you **do not** have to stick with the background of the EASY template – this is your PowerPoint so make it fit to your business and with your company logo and branding.

Title Slide- this is possibly one of the most important slides. An investor will make judgement of you and your business within the first minute of presenting so you must use this slide to give a mini-summary of your business and get the investors excited about your proposition. I would suggest over this slide you give an overview of your business – so the angels understand what your business 'actually does' – you also need to introduce yourself as you are the main thing which investors are investing into and also a little background as to why you are involved in this business.

Achievements – this is where you want to say 'what your company has already achieved without their funding' it is a great place to talk about clients, turnover, partners, patents, money invested to date. It very much sets the scene of where your business is to date and what you have already done i.e. you are at prototype stage, you've had sales, or you're in profit (!!). For customers I recommend logos and images as this makes it much more visual.

Management Team – in early stage businesses one of the key things which the angels are investing into is the management team. It is your ability to make the business the success that they need to trust in therefore you need to talk about yourself and your team mates. Logos of key companies which they have worked in works well here. This is also where you can mention past experience growing and exiting businesses or raising funding for companies. I would also recommend that you mention how much equity your management team owns here.

Products and Services: you have already given the audience an outline of what you do in your introduction however this is really where you need to talk about the benefits of your product. You need to talk about the benefits it has and the problems it solves rather than the technology behind it. I often find images i.e. screenshots, photos etc... are good; as are case studies of how your product can be applied. You want to avoid any industry jargon and keep this simple.

Target Market: this is where you need to talk about where your product is sold and who to – this needs to focus on the current rather than the future. It is also where you can use 3rd party research to show market size, market growth and market potential. This is also where you can talk about what competition you have within your target market. I would also recommend that you speak about your international markets you are targeting.

Business & Revenue Model: this is one of the key areas any savvy investor will want to learn about – how you make money and from which channel this money goes into your business. It's also where you can say 'how much per sale' or Margins.

Financials: I would recommend keeping your financials as simple as possible. Rounding figures so not too many zeros. If you have not been trading since 2006 then obviously change the dates! Also do not forget to add your Year End into your table.

Investment Proposition: this is where you need to clarify what the investment proposition is to the angels so they can see what the deal entails – you need to say how much you are looking for, how much is already committed to the round - you also need to say what this money will be spent on and why you are looking for international monies. Its really where you need to let the investors know why you need there money and what benefits they are going to get from investing in you i.e. exit potential! I would also end this slide with a final sentence summing up why investing in your business is an exciting proposition for them.

PowerPoint Tips – how to do a successful presentation...

I'm sure most of you know how to do presentations and do many each month however please find below some basic tips for PowerPoint's:

Formatting: use either dark background and light text or light text on a dark background. Make sure that font size is large enough to see I would personally say no smaller than 24pt for text and 40pt for titles. I would recommend you use a simple font to read – make sure its not custom to your company – good fonts are Arial, Garamond or Sans Gill. I would recommend you do not use transitions as these distract both the presenter and the audience.

Remember your Audience: one of the key things to remember when doing a presentation is to remember who you are presenting to – in this case a room full of investors – remember not to use industry Jargon (they may not understand) do not assume a high level of knowledge of your industry. Your audience are looking to trust you – this can be achieved by dressing smartly, speaking clearly, having an 'open' body language and speaking to them with respect.

Practice: the main way to 'perfect' a presentation is to practice practice practice – make sure you know how long you have to present and present out loud to colleagues/friends/family to check that your presentation takes the right amount of time and comes across clearly.