

THE BUSINESS PLAN PRESENTATION FOR POTENTIAL INVESTORS

LOOKING

*In their book *Write Your Business Plan*, the staff of Entrepreneur Media Learn as much as possible about how much money people have to You should also explain generally what you're looking for an investor, a loan.*

Your revenue or business model Investors tend to care about this slide the most. Be very specific about your products and pricing and emphasize again how your market is anxiously awaiting your arrival. Use images wherever possible to help tell your story and build an emotional attachment to your ideas. Goals for your pitch deck This may sound counterintuitive, but the goal of your pitch deck is not to raise money. These days, a growing number of businesses take to YouTube to deliver their business pitch. Ready to get started? That is, your total addressable market TAM , then what percent of that market you are going to go after, or your segmented addressable market SAM , and your realistic share of the market SOM. You May Also Like. Rehearsing Your Presentation Once you've created the presentation, practice presenting it to ensure that you appear polished and professional come presentation day. You can use our free pitch deck template for Powerpoint that can help you get started, and there are lots of other tools that can help you put together a professional-looking presentation. Palo Alto Software develops software and tools specifically targeted for entrepreneurs and small-business owners. Sometimes intermediaries can help you connect with the right investors. When emailing the individual, you might put the referral in the subject line. Skip the bullets: Speaking of bullets, skip them. Keep your deck current: Fundraising takes time. If there's a deadline for responding to your plan, if you wish to stress that the plan is confidential and must be returned to you, or if you'd like to ask the recipient to pass it on to someone else who may be interested, this is the place to do so. Limit yourself to charts that show sales, total customers, total expenses, and profits. Download our free pitch deck presentation templates and start working on your pitch in either PowerPoint or Keynote. Unfortunately, if your product doesn't solve a problem or fill a need for customers, investors aren't going to share your excitement. There are meetings, reports, and reviews. The formal presentation is typically followed by a question and answer session. You can also find plenty of additional advice in our Elevator Pitch Guide. The business pitch is different than the business plan. Describe how customers use your product and how it addresses the problems that you outlined on slide two. Image via WOCinTech. The easiest and most accurate way to do this is to build the financials from the bottom up, starting with identifying your share of the market. Sending unsolicited, unanticipated business plans with a mere cover letter won't typically get your plan read. She has been appointed by the governor of Oregon and confirmed to serve on the Oregon Growth Board, as well as being a board member of The Oregon Community Foundation. This is the "why me" section. Too many slides can result in information overload, and they will not remember the most important pieces of information. Most startup teams are missing some key talent be it marketing, management expertise, programmers, sales, operations, financial management, and so on. You must back up your numbers by sharing your assumptions. So practice your pitch and presentation in front of family, friends, business associates, etc. In its risk assessment, a bank will not only look at your ability to execute a project and repay the loan. Here are a few additional slides that are often found in investor presentations. Berry calls this the "heart" of the pitch. Are they familiar with your business area?