



Digital Safari Innovation Fair 2010

Innovation Without Limitation

GreenBizz: Preparing for Your Presentations

The following items represent a sampling of what you should expect to hear from investors during the GreenBizz Business Plan Competition and Investor Fair. And, some advice on how to prepare your team. It is important that you can address each of these completely, clearly and accurately. It is not okay to “pass” on any of the questions listed here. This list may also be used to help prepare your Presentation Slides and your Investor fair materials.

Product

- What is the product and how does it work?
- Describe a clear need in the market for the product.
- What barriers to entry are in place (i.e. patents, contracts, licenses)?
Are they sufficient to protect the product from your competition?

Market Analysis

- Clearly define the market niche you are targeting with your product.
- Clearly establish the size of the market and provide substantial evidence that the market is growing.
- Who are your target customers (demographics, geographics, psychographics)?
- Who is your competition? How is your product positioned against competing products?
- What is the value proposition for your product?

Marketing Plan

- What are your marketing messages? Are they clearly expressed?
- What specific strategies do you employ to market your product? Are they consistent with the profile of your target customers?
- How are you distributing your product? Are your distribution channels appropriate for your product and customers?

Financial Projections

- What rationale and justifications do you use to support your sales and revenue projections?
Take care to clearly explain your logic.
- Clearly explain costs associated with production of your product. How is your product's price positioned in relation to your consumers and other products in the market.
- Demonstrate clear understanding of revenue, profit, and investment and how they are connected in your projections.

Life Cycle Analysis

- How does your product represent a better solution to the manufacturing, use and disposal problems create by competing products? and/or How does your product impact society (positively or negatively) relative to your competition?
- Clearly address any negative environmental impacts created by your product.

The Management Team

- Ensure that
 - every member of the team participates in the presentation.
 - each member of the team is prepared to answer the above questions associated with their job responsibilities clearly and completely.
 - your slides are attractive, easily read and understood, and free from errors.
 - you speak clearly, with good pace and avoid verbal junk filler (um, uh, basically, like, etc).
 - you demonstrate confidence, poise and excitement in your product and company.
 - you look great.