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GreenBizz: Presentation Slides

You will have precisely 10 minutes to pitch your company to the investors. This will be followed by questions from the investors. It is vital that all members of your company are intimately familiar with your plan so that you can answer questions with confidence and authority. Also, be aware that the investor's decisions are based on a myriad of factors, some of which are unrelated to your product and reported bottom line. Many investors choose to invest in a person, not a product. Thus, a professional bearing, attire, personality, and a hook are a must. The panel has money to invest, and will choose the companies they believe give them the greatest opportunity at a substantial return on their investment.

Since the time is so limited and such specific information must be communicated, we have prepared the following suggested outline for your presentation:

Slide 1 - Title Slide

Introduce what the company has that's special. Establish the tone you will use throughout.

Slide 2 - The "Wow" Slide

Tell what your product or technology about. Tell about the size of the market and where your company is going with the technology. Include the business opportunity, trends, etc.

Slide 3 - The Problem

What is the need for your product addresses? Target the problem it addresses, i.e. energy, health, safety, pollution, etc. Why is it critical to address problem now? How does the problem represent an opportunity for investors.

Slide 4 - The Solution

How does your product address the problems and needs outlined? Tell what it does and how it works. Give some technical information. Discuss features and benefits.

Slide 5 - Bringing the product to market

Communicate your message. Identify customers and methods of distribution. Explain marketing strategies.

Slide 6 - Competition

What ensures you will be able to capitalize on your idea before others? These barriers to entry might include patents, processes, contracts, strategic partnerships, first to market, etc. Do not rehash your existing competition, instead focus on how you will defeat future threats.

Slide 7 - Environmental and Social Impact

Discuss the ways your product represents a better environmental and/or social impact than other current ways of meeting your central need.

Slide 8 - Financials

Discuss finances and projected growth of sales and revenue. Share specific numbers. Defend your rationale in establishing projections.

Slide 9 - Management Team

Introduce your team. Discuss key qualifications that will make the investors competent that you team can accomplish what you've said.

Slide 10 - The Ask

Tell investors how much money you want and what you will do with it. What is your exit strategy?

Slide 11 (optional)

Give yourself a final slide to land on. It looks bad when you advance past the last slide and powerpoint closes before you finish talking. You may wish to provide some summary or closure here.