



New York StartUP!

Business Plan Competition

Presenting Your Plan

Presented by

Paisley Demby, CEO

PBN Consulting, LLC

www.pbnconsulting.com

Citi Foundation



SIBL Science | Industry | Business | Library

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The Business Plan

Helpful Tips:

- Follow the directions outlined in the **Elements of a Business Plan and Judging Criteria** on the StartUP! Competition website
- Utilize the **StartUP! Business Plan Template**

Format the Day You Present

- Finalists will have **10 to 15 minutes** to go over the main points of their business idea and recap their financial requirements
- Finalists will be asked how the library helped them and how they will use the winnings
- Each finalist is given a set of **3 or 4 questions** that pertain only to their business two weeks before the date of their presentation

Common Mistakes

- Not managing time of presentation
 - Too many slides
- Inconsistencies in presentation
- Poor use of visuals
 - Poor color scheme
 - Too many graphics
 - Too many words
- Not knowing the plan
- Not answering questions from judges
- Seplnig and Garmer

What the Judges are Looking For

- The judges are looking for finalists who:
- Really know their business
 - Enthusiastic
 - Provide a compelling business case
 - Market demand/need
 - Feasibility – financially/operationally
 - Execution
 - Communicate effective use of grant funds

Plan of Action

From the business plan to presentation

- . Preparation
- . Use of technology
- . Rehearse
- . The day of the presentation

Plan of Action – Preparation

- . Start early
- . Draft by hand an outline of your entire plan
 - . Executive Summary
 - . Company Description
 - . Product/Service
 - . Industry Analysis
 - . Target Market
 - . Competitive Analysis
 - . Marketing Plan
 - . Management Team
 - . Operations
 - . Financial Overview
 - . Milestones/Exit
 - . Use of Funds

Plan of Action – Preparation

- List 3-4 high level points for each component of your plan. Focus on points that:
 - Give you a competitive advantage
 - Speak to successful execution
 - Demonstrate your experience, expertise
- Plan a baseline presentation 1-3 slides per topic
- Plan to provide detail on each high level topic
- Anticipate questions the judges may ask

Plan of Action – Preparation

Crafting Your Story

- . Company's background and its products/services
- . Competitive edge and marketing strategies
- . Financial analysis (projections)

Plan of Action: Slides to Consider

- Title slide
- Elevator pitch/company overview
- Market analysis and description of the opportunities
- Company's background and its products/services
- Management team (experience and qualifications)
- Milestones past and future
- Customer benefits/ value proposition

Title Slide

- . Name of your business
- . Your name or presenter's name
- . Date of presentation
- . Company logo, image, or photo
- . 1-sentence summary of your business
 - ▣ 5-10 words that concisely articulate the business

RutRow, Inc.

*Dog clothing and accessories for
definitive owners*

John Doe, Owner
Brooklyn, New York
September 15, 2010

Overview “Elevator Pitch”

2-3 sentences that define the market, customer, problem/solution, and uniqueness of the business

What market/industry are you in?

- What problem are you solving for customers?
- How many potential customers are there? How much potential revenue is possible?
- Why will you succeed (differentiation, barriers to entry, unfair advantage)?
- Where is the proof (existing customers, investors, market research, personal experience)?

The Problem/Opportunity

Compelling problem(s) to be solved

- What's the pain or need that your potential customers have?
- Faster, better, smaller, etc. are solutions, not problems

Include any validating quotes

- Customer quotes, survey results
- Industry analyst
- Newspaper/ industry journals

The Solution

Describe your business

- What is your product or service?

Compelling benefits

- How do you provide value to your customers

Opportunity & Market

Market details

- Size and growth rate for 3-5 years
- Focus on your segment(s) of the target market

How much projected revenue will you earn in 3-5 years

Competitive Advantages

What competitive advantages do you have?

- How are you better than your competitors?
- Do you have a unique team, partner, invention, intellectual property, insights, or expertise that others don't have?

How long will the competitive advantages last?

Why will customers care?

- Why will customers choose your product or service, instead of your competitor's?

Competitive Advantages

Who are your current and potential competitors?

- What alternatives exist?
- How do customers solve the problem today, without your product or service?

How are you different from your competitors?

- How are you better than your competitors?
- How will the customer know that you're better?

Include quotes from prospective customers

- What do they say about your competitors?
- Why would they rather buy from you?

Go-to-Market Strategy

Who are the key players?

- What is the ideal customer like? What is their profile?

- Discuss critical partners (current and future)

How and what do customers buy?

- What is the price?

- One-time or recurring payment?

Marketing and sales plan

- How will you market and sell your product or service?

- Is this comparable to any other company's marketing/sales methods?

Revenue and expenses over the next 3-5 years

- Breakeven
- Positive cash flow
- How do you make money?
- How much money do you make each year, for the next 3 years?
- What are your expenses over the next 3 years?
 - E.g., Development, Marketing/Sales, Staff/Salaries, Office Space, Legal, Inventory, etc.
- Company's marketing/sales methods?

Management Team

How many people make up your current team?

What are their responsibilities?

What is their level of experience?

- Why is your team qualified to run this business?
- Include academic credentials

How many employees do you need to hire?

Achievements To Date and Future

- Where does your company stand?
- What milestones have you achieved?
- Incorporated your business or formed an LLC?
- Is the team complete?
- Product, prototype, or sample developed?
- Filed for intellectual property, such as a patent?
- Leased office space, or setup home office?
- Website and business cards created?
- Lined up key partners, clients, advisory board?

Summary

Summarize your three key points

- What is your business?
- What problem do you solve?
- Who cares?

Articulate how you will spend the winnings

Questions and next steps

- Answer any questions from the judges

Plan of Action – Use of Technology

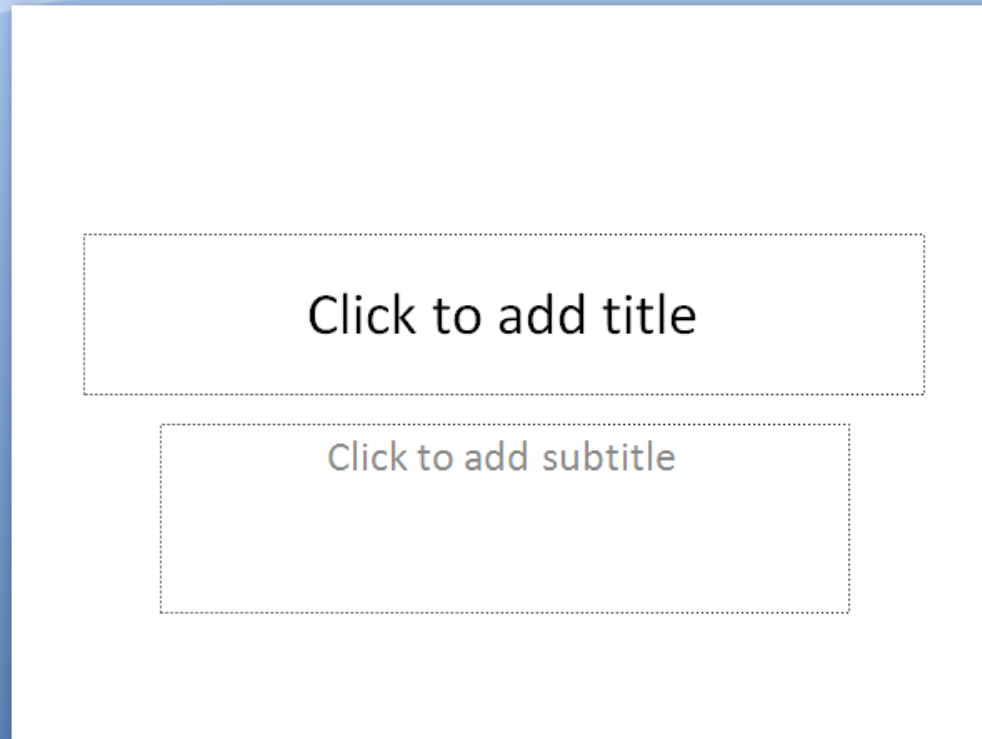
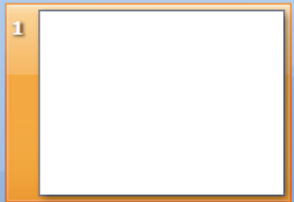
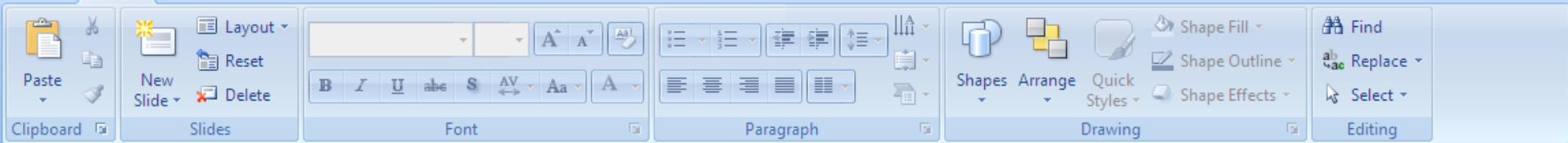
Provided the day of the presentation

- . PC computer with Microsoft PowerPoint 2007
- . Projector

Presentation format

Microsoft PowerPoint

Open Office Impress (save it as a *.ppt file)



Click to add notes

Here's your basic PowerPoint screen. Your slide or outline view on the left. Your current slide front and center, and a space for your speaking notes at the bottom of the screen

Home Insert Design Animations Slide Show Review View Add-Ins

The ribbon contains the following groups and options:

- Clipboard:** Paste, New Slide, Delete
- Slides:** Layout, Reset, Delete
- Font:** Calibri (Body), 12, Bold (B), Italic (I), Underline (U), abc, S, AV, Aa, A (color)
- Paragraph:** Bullets, Numbering, Indentation, Line and Paragraph Spacing, Text Alignment, Text Orientation, Text Direction
- Drawing:** Shapes, Arrange, Quick Styles, Shape Fill, Shape Outline, Shape Effects
- Editing:** Find, Replace, Select

Slides Outline

1 Add your text here
It appears here and on the slide on the left.

Add your text here

It appears here and on the slide on the left

Click to add notes here.

Use this!!! What you want to say should be here, not on the slide everyone is going to see. Put it on the slide and your audience will be reading your slide with you, maybe ahead of you, and not listening to you at all. Hey, stop reading this!



Office Theme

Title Slide	Title and Content	Section Header
Two Content	Comparison	Title Only
Blank	Content with Caption	Picture with Caption

Click to add title

text

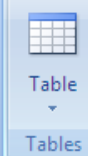


Click to add notes

Adding a new slide is simple, just go to new slide and add a layout.



Home Insert Design Animations Slide Show Review View



Table

Tables



Picture



Clip Art



Photo Album



Shapes



SmartArt



Chart

Illustrations



Hyperlink



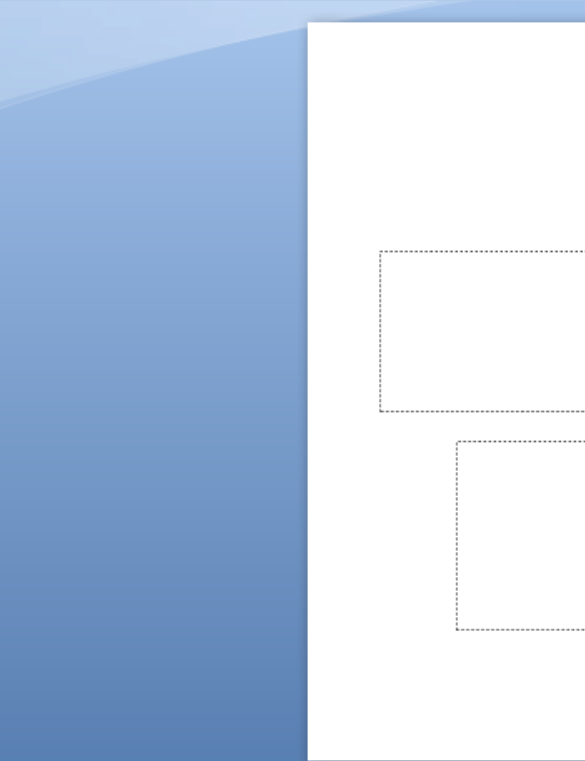
Action



Text Box

Links

Slides Outline



Click to add notes

Hit F1 for help. It's great!

PowerPoint Help

insert slide

Search

PowerPoint Home > Creating a presentation

Create a basic presentation in PowerPoint 2007

Show All

This article helps you quickly and easily create a basic presentation in Microsoft Office PowerPoint 2007 and points out additional features that you can use to sharpen and enhance your work.

Don't have the 2007 Office release? You can download a free trial or buy it now.

What do you want to do?

- ↓ [Familiarize yourself with the PowerPoint workspace](#)
- ↓ [Name and save your presentation](#)
- ↓ [Add, rearrange, and delete slides](#)
- ↓ [Add and format text](#)
- ↓ [Apply a more appropriate look to your presentation](#)
- ↓ [Add clip art, SmartArt graphics, and other objects](#)
- ↓ [Add hyperlinks](#)
- ↓ [Check the spelling and preview your presentation](#)
- ↓ [Learn about preparing to deliver your presentation](#)

Perhaps you need to create a PowerPoint presentation by the end of the day, but you haven't created one before. Or perhaps you created PowerPoint presentations a long time ago, but you don't remember how.

All PowerPoint

Connected to Office Online

Presentation Tips

- Design your slides to use a unifying theme
- Common background
- Contrasting but easy-to-read colors
- Standardized font and font size
- Plan slide transitions

Presentation Tips

- PowerPoint slides should be points not essays
- Assume your audience can read and avoid reading every word of your presentation
- Use charts, graphs, images where appropriate

Plan of Action – Technology

- Technology does not determine presentation effectiveness
- Think how to craft the story which is the most effective, memorable and appropriate for your audience

Plan of Action – Rehearsal

- Rehearse early
- Rehearse often
- Rehearse in front of your partners, colleagues
- Rehearse in front of others that don't know your business

Day of Suggestions

- Arrive early
- Dress professionally
- Be your brand
- Bring copies of your presentation
- Bring copies of your business plan
- Bring samples of products
- Bring marketing materials
- Manage your time wisely
- Have fun

Technology

- Google “PowerPoint 2007 Tutorial”
“Developing PowerPoint Presentations”
- Open Office Impress
[http:// www.OpenOffice.org](http://www.OpenOffice.org)
- Slide Share
- <http://www.SlideShare.com>

Public Speaking

- Toastmasters International
<http://www.toastmasters.org/>

Photos, Clipart, Sounds

www.office.microsoft.com/templates

www.office.microsoft.com/clipart www.presentationpro.com

www.presentersuniversity.com

www.clipart.com

www.gettyimages.com

www.photos.com/en/

www.animationfactory.com

www.soniacoleman.com

Helpful Tips:

- **Google:** the name of your product/service + filetype:ppt (to specify only PowerPoint)
- Example: Google “dog supplies” filetype:ppt
- **Google:** “free PowerPoint template” + the name of your product/service
- Example: Google “free PowerPoint template” + “dog supplies”

QUESTIONS