



DFJ MERCURY

# Venture Presentation Guide

*Suggestions for Creating an Effective  
Presentation for Your Venture*

# About this Guide...

- Use this guide to help structure and organize your presentation.
- A separate *Business Plan Guide* is available to help craft a more detailed description of your venture.
- Following the slides is a “Notes” section containing general suggestions and strategies for your presentation.
- Genesis Park presentations are typically limited to **20 minutes** with an additional 20 minutes for Q&A.
- Remember, your materials (paper and presentation) are a direct reflection of you and the business in review. Keep it clean, simple and professional.

Key Points: This section at the bottom of each slide lists the crucial questions that the audience is looking to be answered by that slide.

# Evaluation Criteria

Your Business Plan/presentation will be evaluated along the following criteria:

- Overall concept and business model
- Technology and proof that it works
- Product/service, its benefits and what problem it solves
- Market size, characteristics, participants and dynamics
- Need and demand in the marketplace for your product/service
- Target customers and proof they will buy the product/service
- Plan for making customers aware of and able to buy product
- Competition and how you intend to stay ahead of them
- Management team and their qualifications for success
- Projected financial results of the Company
- Capital required and its intended uses
- Potential exit strategy (liquidity event) for investors

Key Points: Management team, large and growing market, and competitive advantage are the three key decision points.

# Overview Outline

- Business Concept
- Background
- Technology and Products
- Market Analysis
- Competitive Advantages
- Marketing Plan
- Growth Strategy
- Management Team
- Financial Plan

# Business Concept

- This is a 2 minute summary of the venture, concept and business model. Grab the audience's attention. Think in terms of an "elevator pitch" – if you had only two minutes to sell your story, what would you say?
- Speak in broad or high-level terms that the audience can relate to. This is not a place for details.
- Discuss the economics that drive the business and show how you make money.
- The purpose of this slide is to describe the overall nature and type of business you will be presenting.

Key Points: What is the overall concept of the venture? What will this Company do and how will it make money?

# Background

- Quick overview, highlight the key events and developments only.
- Generally *how* and *why* this venture came to be...
- How did you become involved in the venture?
- Who are the key participants?
- Briefly discuss steps taken in forming the Company.

Key Points: Where did this product/technology come from? How and when did this all get started? How did the key participants get involved in the venture? What has been accomplished to date?

# Technology and Products (or Service)

- What problem does it solve? Describe the technology in terms the audience will understand - avoid overly technical jargon.
- How does it work? List the products (if several, list major ones) and discuss the features and benefits of each product. Use pictures, diagrams or actual models, if available.
- Validate the technology and prove that it works.
- Is the product/technology proprietary? What is unique about it? Is it protected by patents?

Key Points: What exactly is the product or service? What are its key features and benefits? What problem does it solve? How is it unique and different? Is the product/technology proprietary and/or protected by patents?

# Market Analysis

- Describe and support the need and demand for your product.
- Provide credible statistics (referenced): Industry and market size, number of customers, price points and growth trends.
- Identify market dynamics and structure, barriers to entry, customer buying power, supplier power, threat of substitutes.
- Define and segment customer universe (who is most likely to buy and why?).
- Demonstrate user validation: i.e. alpha/beta site, focus groups.
- Discuss level of competition within the industry and describe your competitors (direct and indirect). Show where you fit in the big picture.

Key Points: How big is the market and how fast is it growing? How is the industry structured? Who are your customers and why will they buy your product? Who are your competitors? What are your competitor's strong points?

# Competitive Advantages

- Describe key, sustainable competitive advantages: patented technology, trademarks, exclusive contracts, etc. If possible, list your “unfair” advantage (cannot be replicated).
- Highlight additional competitive strengths: barriers to entry, strategic partnerships, R&D capabilities, first mover advantage, fast time-to-market capabilities, solid financial backing or knowledgeable, experienced management team.
- Highlight the key differences between you and your competitors: products (benefits, features, performance and price), positioning, capabilities, and strategy.
- How or why is your product an improvement over status quo?
- Everyone has competition/alternatives. Do not ignore, belittle or underestimate your competition.

Key Points: Where are your competitive strengths/weaknesses? Which are meaningful and sustainable? How will you deal with the competition?

# Marketing Plan

- Describe target market: Why will they buy? Who makes buying decision? What do they value? What is required to make a sale? Support assertions with data when possible.
- What market share do you expect?
- Describe your overall marketing strategy and describe your marketing and sales organization.
- Discuss your brand and how it will be developed.
- Explain your pricing rationale and compare to the market.

Key Points: Who exactly are your customers? Why will they buy from you? How do you intend to sell your product? How do you know they will buy it at your price? What are the key aspects of branding, promoting and distributing your product?

# Product Development Plan

- Describe the product development process.
- Describe projected cost, critical skills, lead times, and major capital items required to complete product development.
- Describe management's experience and available resources to implement the development plan.
- Describe how much has been accomplished to date.
- What are the remaining critical steps in the initial phase of the development or production plan?
- Identify similar efforts to produce or develop product.
- Identify key elements of the manufacturing process that will be internal or outsourced.

Key Points: What are the critical steps, skills, equipment, technology and other resources needed to complete the development process? What are the sources of supply or technology? What are the obstacles/risks?

# Growth Strategy

- Taking into consideration operations, manufacturing, suppliers, personnel and management - what is needed for growth and what challenges will you face in order to reach your revenue goals.
- In broad terms, describe your strategy for sustaining high growth rates. This may include the following topics: technology development, product line extension, aggressive marketing and branding, strategic partnerships, mergers and acquisitions and adequate financing.
- Identify the risk factors that may prevent you from reaching your goals (or worse case, cause the business to fail).

Key Points: How quickly can you grow the business? What is your strategy for reaching that goal? What is required to sustain a high growth rate? What are the key stress points?

# Management Team

- Identify principals and management team.
- Describe the relevant track record, background, experience and expertise of key individuals.
- Discuss the qualifications that add value to the organization and increase the chances for success.
- Identify weaknesses in management, positions that need to be filled and how/when you will secure the right people.
- Identify the accounting/financial expertise.
- Describe board of directors and their relevant experience.

Key Points: Who will run this company? Are they qualified? What holes need to be filled? What are the strengths and weaknesses?

# Financial Plan

- Summarize 5-year projections (reasonable expectations)
  - Show unit sales, revenue, gross margin, EBITDA, EBT.
- Provide per unit analysis (costs, selling price, etc.).
- Highlight Breakeven and profitability points.
- Describe current cash position: cash on hand and cash flow.
- How has the venture been capitalized to date?
- Identify amount and timing of capital needed to fund growth.
- Identify and discuss the Use of Proceeds
  - Equipment, R&D, Working Capital, Marketing Costs, Inventory, Startup Expenses, Acquisitions, Etc.
- Identify the options for an Exit (Sale/IPO/Recap).

Key Points: What are the realistic revenue projections? When will the company reach profitability? How much capital is needed, when will it be needed, what will it be used for? What is the investor's exit strategy?

# Venture Presentations

## Suggestions for Creating and Making Presentations

- Slides should contain a mixture of text and graphics (tables, charts, pictures, etc.). Keep the slides interesting.
- Always modify presentation based on your audience.
- Be concise and explain industry jargon and acronyms.
- Text should be large enough to be easily read. Leave plenty of white space.
- Do not read from slides. Discuss the topics covered by it.
- When answering questions, listen carefully and answer the question directly and succinctly.
- Support your answers with findings or data. If you don't know the answer, admit it.
- Be confident and maintain eye contact with your audience.