

Contact David Shore:

(604) 614-5498

[david.shore@](mailto:david.shore@galvincorporatefinance.com)

galvincorporatefinance.com

David Shore's [vCard](#) (for easy importing if you use Microsoft Outlook.)

Subscribe

You may subscribe (or unsubscribe) to this newsletter from the Galvin Corporate Finance website: GalvinCorporateFinance.com.

Investor Presentation Tips

An entrepreneur's first exposure to potential investors is usually in the form of a 30 minute presentation. We have all heard that you only get one chance to make a first impression, and the presentation is usually it. It is also said that the job of a VC is to say no, at least more than 90% of the time. Professional investors generally look for reasons to say no. An effective presentation that anticipates objections and mitigates them will give your company the best chance to beat the odds and get funding.

General Presentation Tips

- If yours is one of multiple presentations, try to go first so your audience is fresh.
- Customize the title slide with the logo of the firm you are presenting to, their individual names, the date and time to start, and include the names, titles, emails and phone numbers for your team.
- Position your team with your back to the screen and facing your audience so you can see their reaction. Refer to your laptop in front of you and avoid turning around to face the screen when talking. Stand if there are more than three or four in your audience. If it's a large group with many rows of guests, get comfortable with the projector's remote control to change slides

and walk from one side to the other while projecting your voice to the back row. Don't walk behind the first row.

- If you are hosting the audience in your meeting room, have refreshments ready well before you expect their arrival and have the title screen projected. Load all reference material like your business plan or Internet pages in the background for easy retrieval if needed. Provide hand-outs *after* your presentation, to keep their attention while presenting.
- Plan to show one slide per minute. Don't cram 40 slides into a 20 minute presentation and try to get away with talking fast. More slides will dilute the audience retention of the message. Prioritize and keep presentations short.
- The role of the speaker is to augment and complement the details in the text and not to simply read it back to the audience. Assume the audience will read the text of your slides while they listen to you speak. Don't fill the slides with text. Use pictures or icons when they help make a point.
- Most business cases have one key message that must be understood. When you give that slide, say "this is a key point..." then state it. If you don't see understanding in their eyes, feel free to repeat the key point again.

Recent Vancouver Early-stage Software Deals



www.tapventures.com

Software for securities identification

Amount: \$4 million

Round: 1st

Date: July, 2002

Lead Investor: GrowthWorks Capital

Other Investors: BDC



www.responsetek.com

Customer relationship management software

Amount: \$2.5 million

Round: 2nd

Date: July, 2002

Lead Investor: GrowthWorks Capital

Other Investors: BDC

Investor Presentation Tips **Continued**

Opening Slides

Generally speaking, your presentation should mirror the topics in your business plan.

While you may be afforded 20 minutes for the presentation and 10 minutes for questions, in reality, the investors will usually make their mind up – or at least decide whether or not to give you the benefit of the doubt – in the first 2 or 3 minutes. To grab their attention and frame your concept early, start with your elevator pitch. Effective elevator pitches are short, make two points – your market pain and your value proposition – and are grade 8 simple to understand. (More on elevator pitches in the winter 2003 newsletter.)

In the next two slides, state what you do and who your management team is. Describing what you do should be an extension of your value proposition in business terms. “We make and sell software that [solves this pain] for the [target market] in [this geographic region].”

This is also a good place to describe in one or two slides at the most, what your defensible market advantage is (like IP, patents or exclusive partnerships.) Avoid going into details or using technical jargon to describe your technology.

Explain why your accomplishments would be difficult to duplicate.

Middle Section

In the middle of the presentation include three or four slides describing your target market, market size, competition and your marketing and sales plan.

Closing Slides

The final two or three slides should include a financial summary with as many key metrics and ratios (like revenue per headcount) as possible without crowding the slide. Include what you plan to do with the investment but avoid providing a valuation or deal structure details.

Appendix

The appendix can be used for details like short management bios, competitive weaknesses, a SWOT analysis, and glossary of terms. Use hyperlinks to connect the body of the presentation directly to the appropriate slide in the appendix. At the bottom of each slide include a “Back” link to make it easy to go back to the initial reference. The appendix can involve as many slides as the rest of the presentation.

About Galvin Corporate Finance

Much has changed with the way investors screen opportunities; some rules have changed and the focus on third-party validation and due diligence on execution has intensified dramatically.

What has remained constant is the need for entrepreneurs to juggle the time-intensive money raising process with the required focus on the business development activities that will make an investment attractive.

Galvin Corporate Finance assists emerging IT companies with the process of raising private equity and

debt for growth while enabling entrepreneurs to keep focused on their business.

Services include:

- Financing Plans
- Business Plans
- Presentations
- Presentation Practice
- Due Diligence Prep
- Marketing to Investors
- Deal Structure
- Negotiations
- Closing

The principal of Galvin Corporate Finance is David Shore who has 12 years of experience in mid-market

mergers and acquisitions and raising debt and equity investments. Recent clients include **Universco, Payroll Guardian, TAP Ventures, Crystal Quartz Canada, Aggredata and CIBC Investment Banking.**

David has a broad network of lenders and equity investors in Vancouver, Seattle and Toronto, and has recently closed financings in this rather cool investment market.

For more information: call David Shore (604) 614-5498 or write david.shore@galvincorporatefinance.com

“Explain why your accomplishments would be difficult to duplicate.”

“What has remained constant is the need for entrepreneurs to... focus on the business development activities that will make an investment attractive.”