Presenter Training

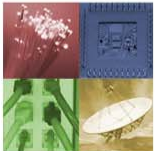## 6 Minutes to Get the Next Meeting

January 26, 2010

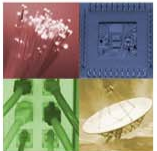John Adler

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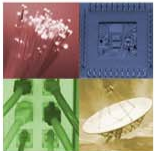
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Topics

- Objective

- Content

- Style Points (1)

- Style Points (2)

Objective

Capture the interest of the investor and get the <u>next</u> meeting.

Five Questions in 6 Minutes

What?

The product or service the company will offer, the financial results it will produce.

Who?

Describe the background and experience of the management team. <and where are you located?>
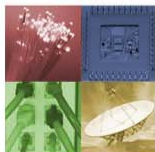
Why?

The market size, exit strategy and the vision of the company.

How?

The unfair competitive advantage the company will create (technology), and the amount of capital required.

When?

A timeline for the development, launch and growth of the proposed venture. Call to action.

Style Points (1)

- Characteristics of deals getting funded:

  – Software: R1.0 or beta with some market proof of a business model

  – Projects with a short time to first revenue

  – Low capital required to get to breakeven

  – Available exits assuming no IPO window

- Areas of most interest:
  - Clean Tech (see above) and/or Green-based differentiation
  - Wireless apps, mcommerce
  - Software-as-a-service, next generation data centers
  - Social networking apps (see above)

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Style Points (2)

- Sound bites help.
  - We're the next…
  - Our product is 1/10 the cost and 5x faster than…
  - For $x, we'll produce $y in z months
- Don't read it, tell it.
  - If you can't tell it, something's missing
  - Stories are a form of sound bite and inherently appealing
- Practice formally, present conversationally.
  - Practice with anyone who will listen.
    - Repetitive practice and performance are correlated
- Details matter
  - Clean presentation package and details therein

- Last question: Is this a skilled team to work with?

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Questions?

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