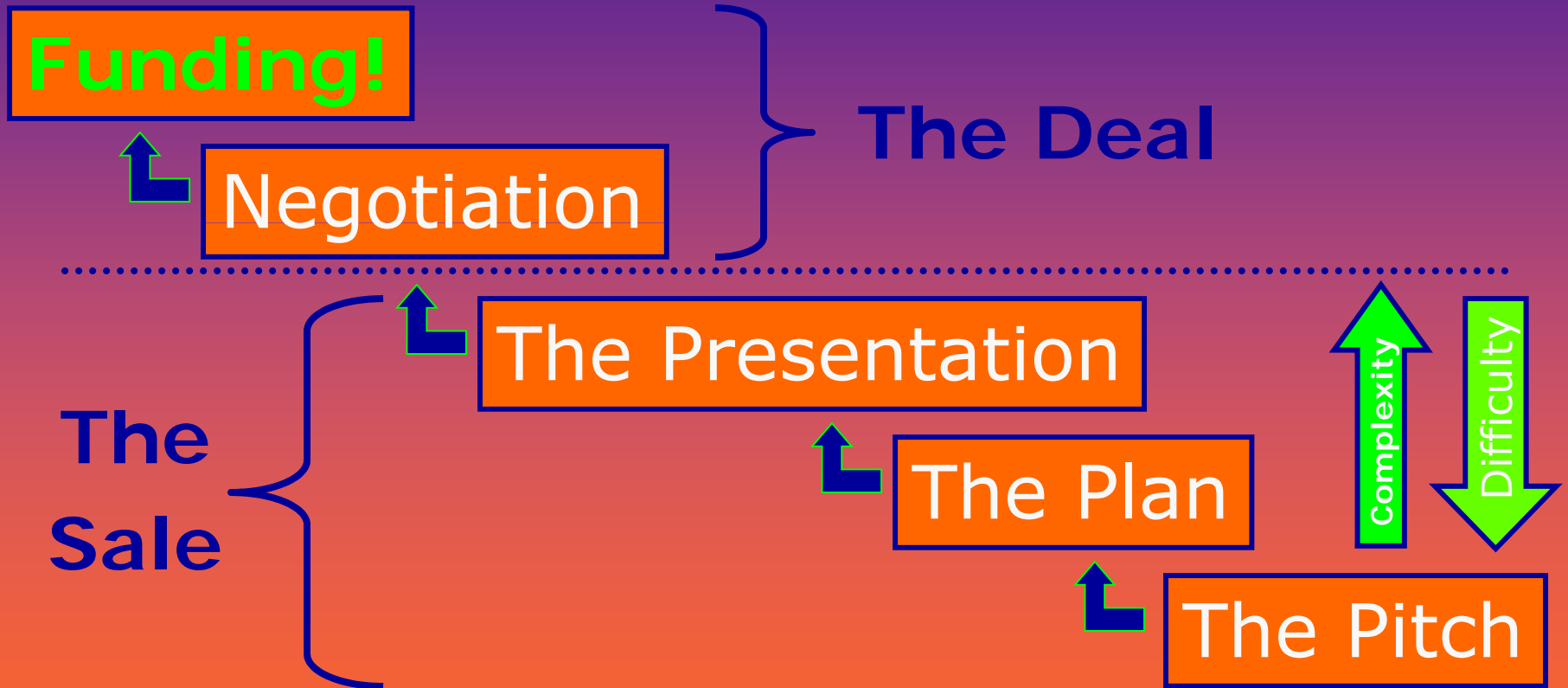


Communicating and Selling your Idea

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Working Backwards from Your Goal



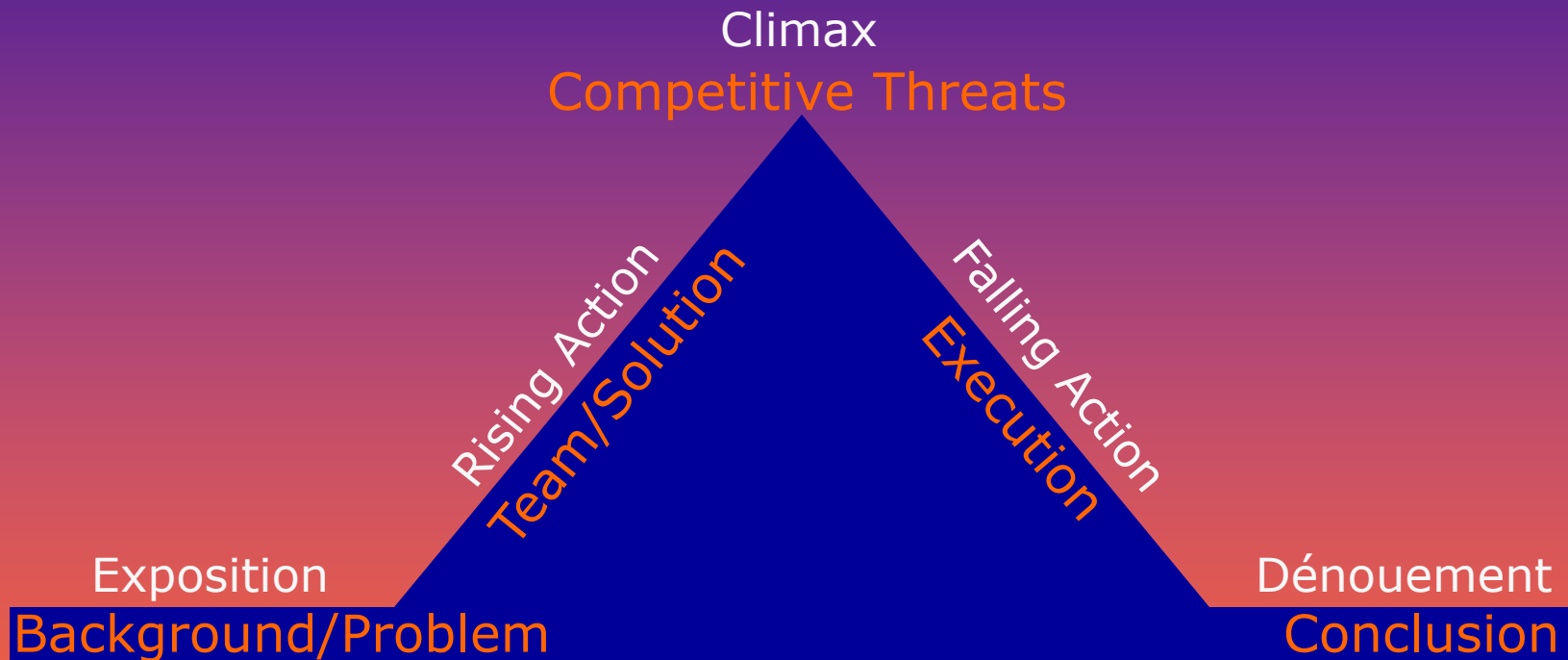
The Presentation: selling the team

- You're not selling the Plan,
you're selling yourself
 - Investors buy into teams they believe can execute
 - The best plan in the world is worthless without individuals who can implement
 - You must demonstrate
 - Knowledge
 - Ability
 - Desire
 - Remember what they say about second chances and first impressions
 - Dress for Success
 - Prepare.

The Presentation: preparedness = confidence

1. Prepare your talk
2. Prepare yourself
3. Stand & deliver
 - You are the expert on your topic
 - Speak to your audience's level
 - The focus is what you say & emphasize, not your slides
 - You control the floor
 - Only you know what you will say next
 - Don't let it go to your head
confidence ≠ cockiness.

The Presentation: story development



business plan = script

The Plan: executive summary

- The Executive Summary is the single most important section of the plan
 - Clear & concise: this is a written version of elevator pitch
 - Adverbs are not your friends
 - If not compelling, the investor will not read on
 - Focus efforts here!

The Plan: style matters

- Don't lie
- Kill the geek speak
- Tell where product development stands
- Address competitors, competitive threats and weaknesses in detail.

The Plan: it's all about you

- You must demonstrate:
 - Management Experience
 - Product Prototyping
 - Business Model Validation
 - Market Opportunity
 - Competitive Knowledge.

The Plan: it's still about you

- The Plan must articulate:
 - A Clear Vision
 - Strategic Outlook
 - Comprehensive Understanding of Market
 - Self Analysis Measures
 - Ability to Reinvent Oneself.

The Plan: know your audience

- Points to Remember about Investors:
 - They have what you need
 - Golden Rule applies
 - primary motivation = \$\$\$\$
 - There's value in Intellectual Property
 - Patents / Patentable Technology
 - Trade Secrets
 - Trade Marks
 - Copyrights
 - The Team makes the business work
 - Investors *always* look for the exit strategy.

The Plan: Five questions every investor wants to know

1. How much does it cost me?
2. What do I get?
3. How will you spend my money?
4. What is my expected return?
5. When will I get the return?

NB: Use of first person possessive

The Plan: a couple common pitfalls

- A product alone doesn't constitute a business
- Intelligence provides no guarantee of success.

The Pitch

1. Be concise.

The Pitch: less is more

"If you can't summarize the intended result of your speech in one sentence, your intent isn't clear."

-Paul Evans

Presentations Magazine, Dec 2005

The Pitch: in less than 10 steps

1. Introduction
2. The Hook
3. The Solution
4. The Market
5. The Competition
6. Differentiation
7. Business Model
8. The Team
9. The Request

The Pitch: tips for delivery

- The Hook – Attempt to make a practical statement that anyone can relate to identifying the problem you solve.
- Reciprocal Engagement – use your hook to elicit a response that causes the listener to engage you.
- The Solution – Focus on customer benefits, not technical features.
- Emotion – If you're not excited, why should your listener be? Should sound like second nature, not a rehearsed speech.
- The Request – Name a very specific need from the listener, and exactly what you will do next to facilitate fulfillment.
- Brevity – Did I mention this already?!?!? Leave the listener hungry for more.

The Pitch: some common traps

- Failure to rehearse so darn often that you can recite it from memory.
- Focus on product 'wow' factor rather than business opportunity.
- Overly technical.
- Pursuing irrelevant tangents or background info.
- Too long – I might have said something about this already.

Conclusion

It's not about YOU,

*...it's about what you can do
for your listener.*