

NYBPC Presentation Suggestions

Allotted presentation time – 8 minutes*

6 minutes for Q/A*

Non-proprietary information only

*Exact timing is subject to change

Note: This template is intended to provide guidance and assistance in preparing your presentation. It is not meant to be prescriptive – this is your venture!

Recommendations

- Most speakers have one slide a minute (not including title slide and backup slides)
- Limit technical/product description slides because this is a business plan competition, not an invention competition.
- Back claims with data. For example, rather than saying “we’re in a high growth market”, say “the market is growing at an annual rate of X%”.

Company Name

Value Proposition: Why your customers need your product in 15 words or less.

Problem

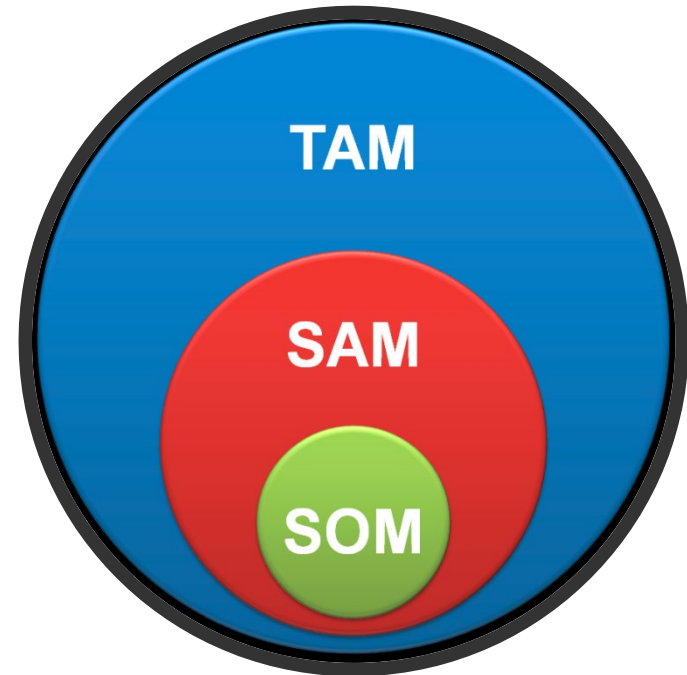
- Describe the challenge
- Use metrics to quantify its impact
- Investors love numbers (believable ones)

Solution

- Describe the product/service/solution
- Explain how it solves the problem in a way that is disruptive
- **Remember the difference between a technology, invention, and a product**
 - Technology is the science that will make a product valuable
 - Invention is the mechanism that uses the science (often what is patented)
 - Products are what customers buy

Market

- Size of markets and growth rate (Be specific)
- How to reach these markets (go-to-market strategy and distribution)
- Other trends likely to influence market



Business Model

- Business concept – how will business generate sustainable profits?
- Who are key customers? (names, demographic profile etc.)
 - Who is your target customer?
 - How will you reach them?
- Customer discovery – Show that you have talked to customers and they are excited about your product. (paying customers, letters of intent, etc. are a huge bonus)

Competitive Landscape

- Key competitors
- What is your competitive advantage?

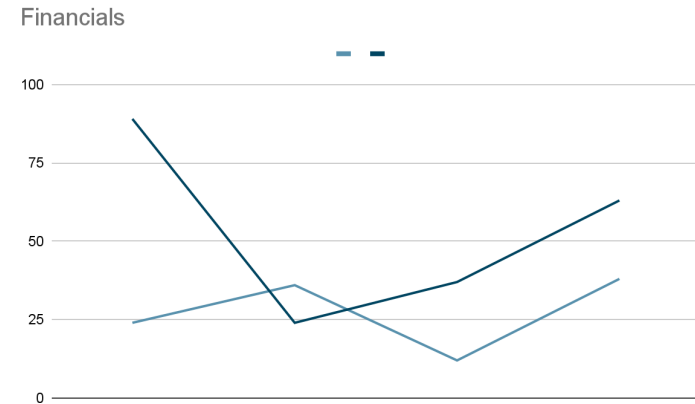
Team

- Management team and relevant experience
 - Focus on education
 - Include industrial and entrepreneurial experience
- Other key people and advisors
- Any organizations, incubators, etc offering you assistance

Work plan

Include

- Achievements to date
- Technical milestones
- Commercial milestones
- 3 year horizon.
- Financial needs



Resource Needs - what do you need to achieve the next milestones?

Rule of Three: It will take 3Xs more money and time than you could ever imagine.

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Rule of Three: It will take 3X more money and time than you could ever imagine.

Backup slides

- Detailed technical slides
- Financials