

Elements of a Successful Angel Investor Presentation

So, you have worked hard and have gained the chance to make a pitch to raise angel investment capital for your business. How do you maximize your chances of success? Here are some Do's and Don'ts to assist in the process. It is assumed here that your presentation will be limited to 15 minutes or less. Some of the specific suggestions would be modified in the event of a longer available presentation time but the intent would still be the same.

DO understand what the **objective** of your presentation is. Your presentation will be a rousing success if you are able to grab the attention of one or more of the investors and pique their interest sufficiently for them to initiate follow up investigation activities (due diligence). You can expect the entire process to take from 3 to 6 months if you are successful and much less time if you are not.

DO be passionate about what you are presenting. Believe in your business, your plan, and your solution.

DO put more information in your presentation slides than you will talk to during the presentation. The audience can read faster than you will present so they will pick up on the additional details without you having to spend valuable presentation time. This does not mean that you can allow your slides to become cluttered and hard to read.

DO talk in specifics throughout your pitch. Provide quantitative information, estimates, and/or results at all points.

DO practice your presentation before hand and time it until you can make the pitch in the allocated time.

DO anticipate the questions that the investors will ask during the Q&A session and have additional slides prepared to use in answering these questions. These slides should have details on them that you omitted in your original pitch because of the time constraints. If you make your presentation more than once, you should be able to add to your collection of back up slides based on previous questions that you have been asked. Having prepared slides in anticipation of questions will greatly enhance your credibility as the right leadership for the business.

DO keep your slide count for the main presentation to a minimum. Here is a set of suggested slides, in presentation order.

1. Market Need and Business Model – This is your most important slide! It is here that you need to capture the investor's attention. State what problem your solution solves and how you make money from it. How critical is the market problem and what is the impact of your solution?

2. The Management Team – Who are they, what are their areas of expertise, and their past successes. Include your key managers, directors, and advisers. The strength of your management team is absolutely critical to your business success and your ability to raise investment capital. Angels invest in people more than products and ideas and they want to be sure that your team can deliver.
3. Industry and Market Overview – Overall size of the target market, growth, and expected penetration.
4. Product and/or Service Offering – What do you offer, how do they solve the customer's problem, what validation do you have of their acceptance by potential customers and their effectiveness?
5. Strategic Partners – Who else has bought into your vision that could provide a competitive advantage?
6. Competition – Who are they and what kind (large incumbents, other startups, substitute solutions)? What are their strengths and weaknesses? What are the barriers of entry in general to new competitors in your market?
7. Competitive Advantage – Explain your sustainable competitive advantage and how you differentiate yourself. What barriers to entry have you already overcome or possess that will make it more difficult for other competitors to enter the market?
8. Marketing Strategy – What will your marketing strategy be to sell and market your solution? How do you make money? What are your sales and distribution channels? Who are your specifically targeted customers?
9. Financial Expectations – What is your basic financial strategy in terms of revenue streams and margins? What is the plan (path) for making the business profitable? When will the business be self sustaining (cash flow positive)? Why are your revenues forecast to increase each year? Have the detailed year to year P&L projections for use in the Q&A session but don't use them for this slide.
10. Funding Request – How much has already been raised (invested) in the company? Who are the current investors, their ownership shares, and composition? How much funding are you seeking now? What valuation are you assuming for the company for this funding request? Discuss any future rounds of capital that the company expects to require. Have a detailed slide of how you arrived at the valuation available for the Q&A session.
11. Use of Funds – How will you use the funds (be detailed), when do you forecast the various expenditures to occur, and how much?
12. Exit Strategy – What is the planned exit strategy and when? If the plan is a sale then who are the likely buyers and why? What is the forecast valuation of the company at the exit point? What is the investors expected return on their investment?

DO NOT spend valuable time explaining the details and complexities of your product and/or services.

DO NOT conduct a product demonstration. If you bring product along, reserve it for possible follow up interest after the presentation and Q&A period.

DO NOT show a video (of any nature, for any purpose).

DO NOT leave the audience conclusions to chance. Make your points clearly and draw the appropriate conclusions for them.

DO NOT come across as a solution looking for a problem. Your business needs to be solving problems for its customers. Angels rarely fund companies that provide “nice to have” products and/or services. The investors need to believe that the target market will learn that they cannot live without you.