

Guide to Developing **INVESTOR PRESENTATION** For Large Projects

2017 © Brickstone Partners Limited

All information contained in this publication has been researched and compiled from sources believed to be accurate and reliable at the time of publishing. However, in view of the natural scope for human and/or mechanical error, either at source or during production, Brickstone Partners Limited accepts no liability whatsoever for any loss or damage resulting from errors, inaccuracies or omissions affecting any part of the publication. All information is provided without warranty, and Brickstone Partners makes no representation of warranty of any kind as to the accuracy or completeness of any information hereto contained.

WHITEPAPER

A BRICKSTONE PUBLICATION

Why you need an Investor Presentation

Introduction

Investor presentations are an important but often overlooked aspect of entrepreneurial efforts to secure financing for their businesses. Often times, entrepreneurs may have wonderful startup ideas or business models however their Investor Presentation let them down. A good Investor Presentation may just be as important as the Business idea itself. Poor investor presentation may close the door on potential avenues of financing, even if the entrepreneur's idea for a new business or product is a good one. Getting a winning Investor Presentation may not be as easy as it seems but we are here to help.

How is the Investor Presentation Organized?

The Investor Presentation Format

The investor presentation must be clear, concise and compelling to:

- Generate investor interest and build confidence
- Lead to additional investor meetings
- should be 20-30 minutes in length
- Charts, graphics, pictures and verbiage should be simple and easily read (no “eye tests”)
- Each slide should have between 3 and 6 bullets that are succinct (no paragraphs, uncluttered)

Presentation format may vary depending on the company but the following format provides a reasonable order and flow –it is but one approach to making investor presentations.

Outlining the Investor Presentation

Order of Presentation

- Introduction
- Problem
- Solution
- Market, Customers
- Competition and Advantage
- Business Model and Marketing Plan
- Management Team
- Financial Projections
- Timeline
- Summary

Introduction

This is a very important slide that requires lots of time to create because it must be succinct, comprehensive and COMPELLING

Briefly introduce yourself and your company

- Company name and company logo
- Presenters names (give titles if pertinent)

Brief overview of company (elevator pitch)

- What exactly the company does (stated succinctly)
- What products or services are offered
- What problem is being solved, and
- Why these products or services are compelling, e.g., "...the only product that enables [solution] to [the problem]..."

The Problem/Opportunity/Need

The Problem needs to be very clear and properly described to allow investors to understand your Value Proposition

- Define the problem or need in the market
- Describe how significant or prevalent the problem may be
- If appropriate, describe why now is the right time for a solution
- Provide a “problem” scenario that provides a basis for your company’s product or service

The Solution

This Section needs to show the Solution your company is providing to solve this problem in a sustainable manner

- Clearly and succinctly describe the company's product or service that will address the problem
- Illustrate the company's solution with graphics, pictures or videos as necessary (keep this very simple)
- Provide brief list of features, benefits and advantages
 - What is the value proposition for the customer (How well will the product or service solve the problem)?
 - Cost savings, convenience, reliability, etc. (be specific)
- Describe "barriers to entry" created by your product (e.g., patents)
- Provide an understandable, practice example of how your product/service works or what it does.

Company Status/Progress

This Section needs to show your Company and the Governance in place to drive the implementation of the product.

Build investor confidence in your company

- Domain expertise of management and staff
- Customers and contracts established (letters of intent)
- Strategic partnerships established
- Product development status—describe milestones achieved to reduce risk (e.g., alpha or beta testing)
- Other significant information to validate or reduce risk

This Section needs to show your Company’s ability to penetrate the market and drive sales

Market for [your product/service]

Region	Demand (US \$ MM)	% Globe
Abuja	1700	32
Lagos	1500	30
Rivers	1300	25
Cross River	415	8
Oyo	200	4
Others	64	1

Nigeria Market with key segments

City	World Rank	US \$ MM	% Country	% World
Ikeja	1	865	22.8	5.3
Port Harcourt	3	300	8.3	1.9
Calabar	4	285	8	1.8
Ibadan	21	105	2.8	0.64
Benin	22	104	2.8	0.63
Jos	23	103	2.7	0.62
Uyo	26	100	2.6	0.61

SLIDES: 1 slides
TIME: About 1 minutes

Customers

This Section needs to show your Company's Current Customers and the Future Customers that is planned to be acquired

Describe the company's current and potential customers

- Profile of the optimal customer
- Value proposition to customer
- Validation of Customer Acceptance
 - Customer Feedback, Survey Data, Testimonials
 - Purchases, Letters of Intent
 - Partners
- Example of customer

Competition and Advantage

This Section needs to describe competitive environment for your company and its product or service

Describe the company's competitive position

- Profile of key competitors
- Description of their product or service
- Competitor's pricing strategies
- Competitor's go-to-market strategies
- Any strategic alliances and partnerships

The competitive advantage of your business should be articulated against the competition.

Competition and Advantage

Competitive Comparison

Product	Advantages	Disadvantages
Product A ~N1200/100 units		
Product B ~N300/100 units		
Product C ~N170/100 units		
My Company Product ~N900/100 units		

SLIDES: 1-3 slides
TIME: About 3 minutes



Competition and Advantage

Competitive Matrix should also be developed to show your products and services

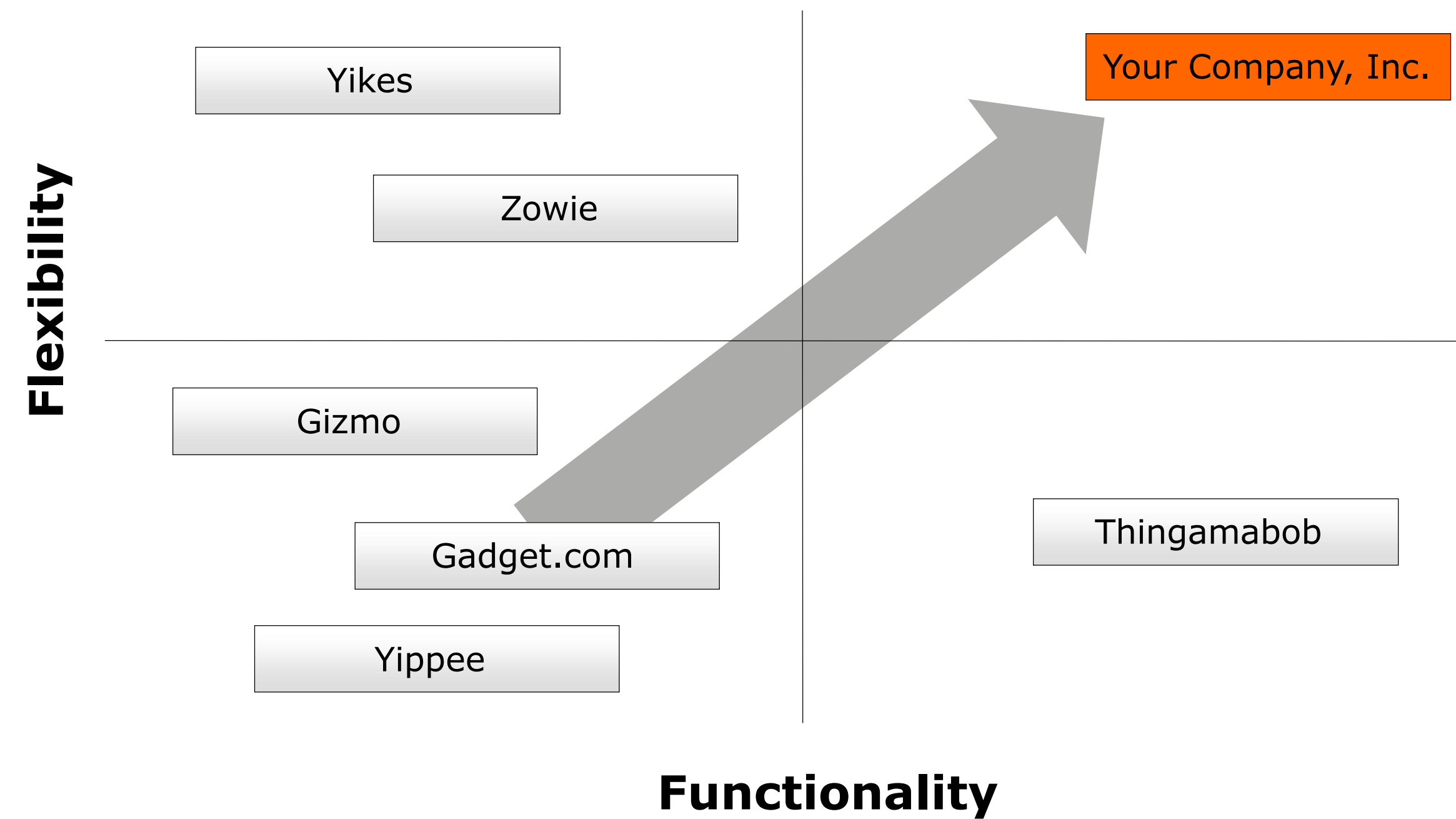
Product	Feature A	Feature B	Feature C	Feature D	Feature E
MY PRODUCT	●	●	●	●	●
Product 1	●		●		
Product 2	●	●	●		
Product 3	●	●			●
Product 4	●	●		●	
Product 5		●	●		●
Product 6		●		●	

SLIDES: 1-3 slides
TIME: About 3 minutes



Competition and Advantage

A Competitive Positioning Documentation needs to be developed also
XXXXXXXXXXXX



SLIDES: 1-3 slides
TIME: About 3 minutes

Business Model and Marketing Plan

The business model and marketing plan for be very straight to the point

Describe the company's business and revenue model

- What is the overall business strategy?
- How will you sell your product or service (distributors, internet)?
- How will the company generate revenue for its product or service?
- Describe the sales cycle for the company's product or service
- Include pertinent info regarding relationship with government agency

Describe the Marketing Plan (if appropriate)

- What is the go-to -market strategy?
- What is the pricing model? Gross margin?
- How will you access customers? (including advert. and promo.)
- How will your product or service be distributed?
- What customer support will be needed?

Note any commitments from partners, distributors, granting agencies, etc. regarding benefits of your product



SLIDES: 2-3 slides
TIME: About 3-4 minutes

Management Team & Advisors

The Management Team and Group of Advisers are the key to show investors your level of seriousness

Build investor confidence with team

- Credentials, proven track record, domain experience (do not include weak credentials)
- Describe skill and experience gaps to be filled

List the company's leadership team

- Include name, position, experience (abbrev.)
- These are credentialed experts

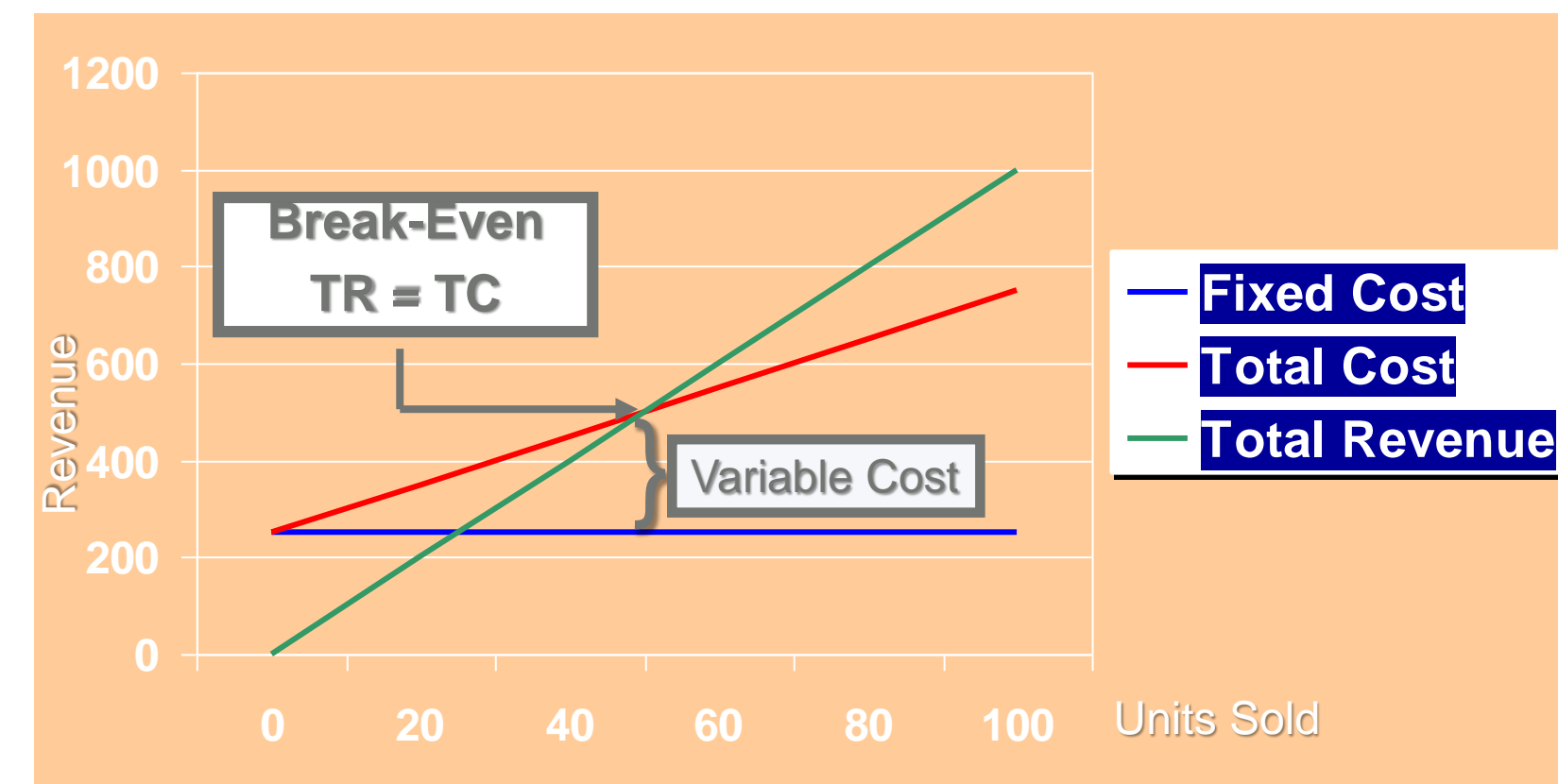
List of company Directors and Advisors

- Include name, summary of experience

Financial Projections

Show the Income Statement and Cost Benefit Analysis

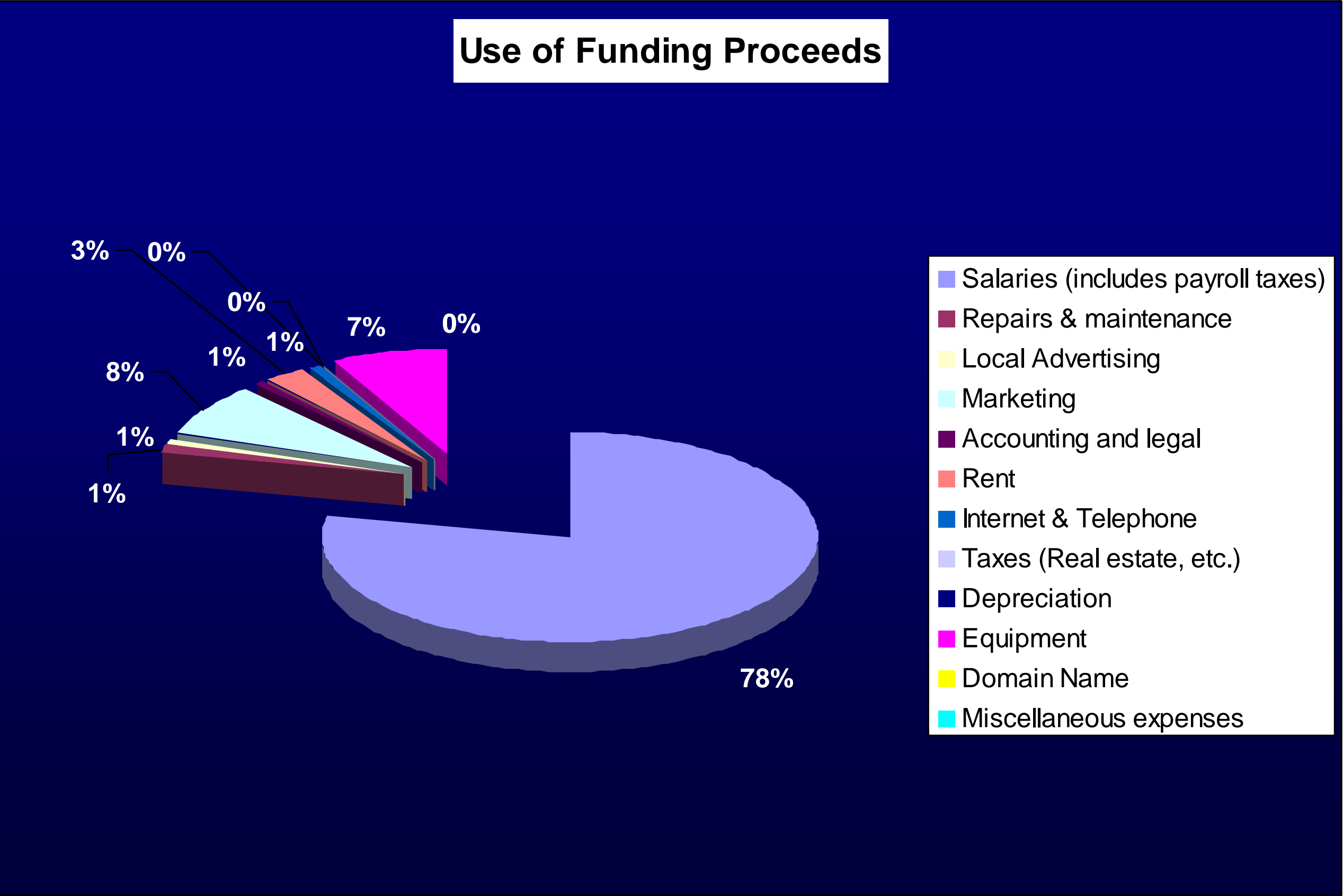
	2008	2009	2010	2011	2012
Revenue	500	5,207	12,203	25,565	51,894
COGS	402	3,270	7,179	14,395	29,145
Gross Profit	102	1,937	5,024	11,170	22,749
Oper Exp	4,318	3,572	4,229	8,165	16,445
Net Income	(4,216)	(1,635)	795	3,005	6,304



$$\left[\text{B/E(Quantity)} = \frac{\text{Total Fixed Cost}}{\text{Price per Unit} - \text{Var. Cost per Unit}} \right]$$

Financial Projections

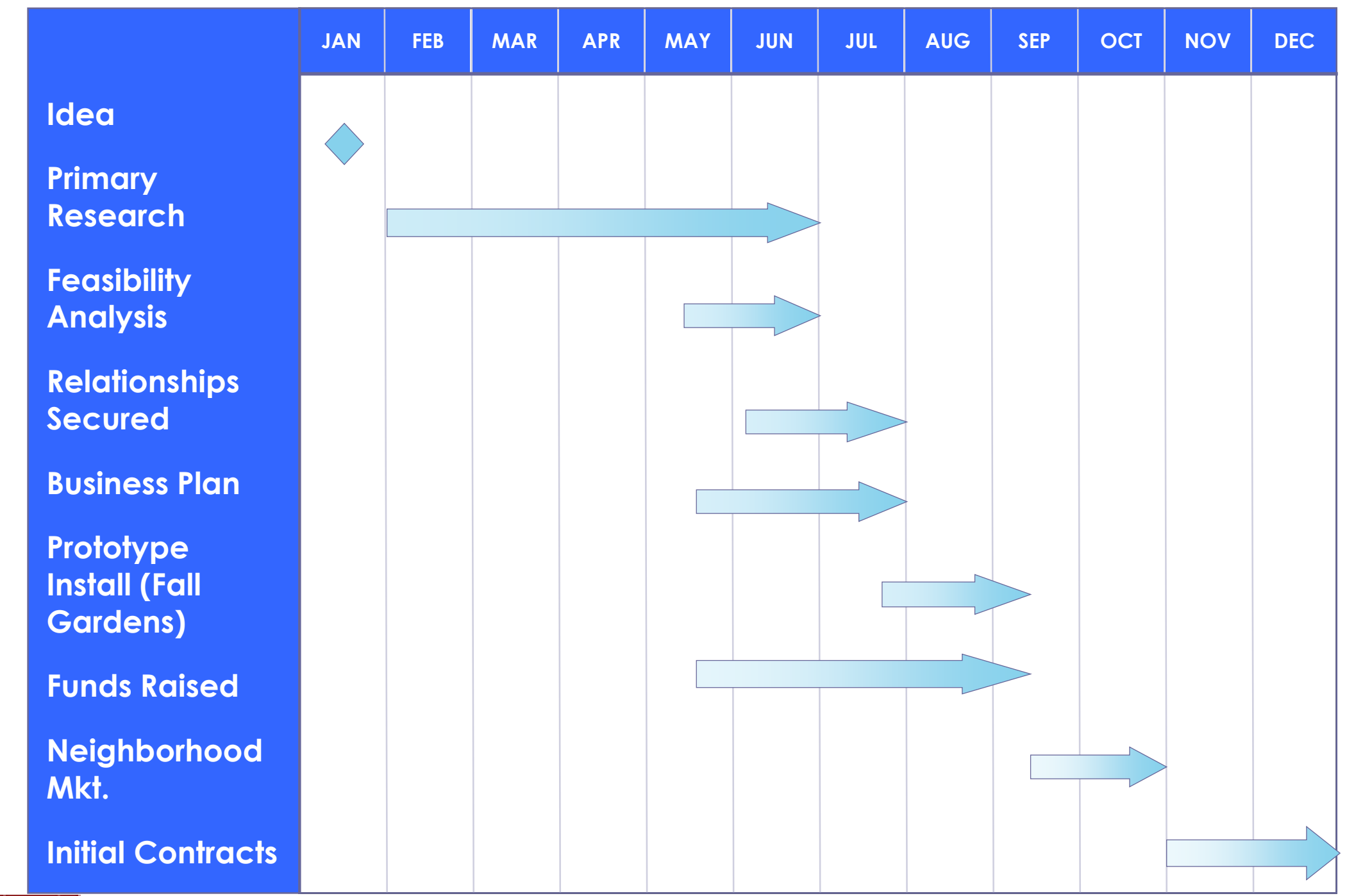
Use of Proceeds Breakdown



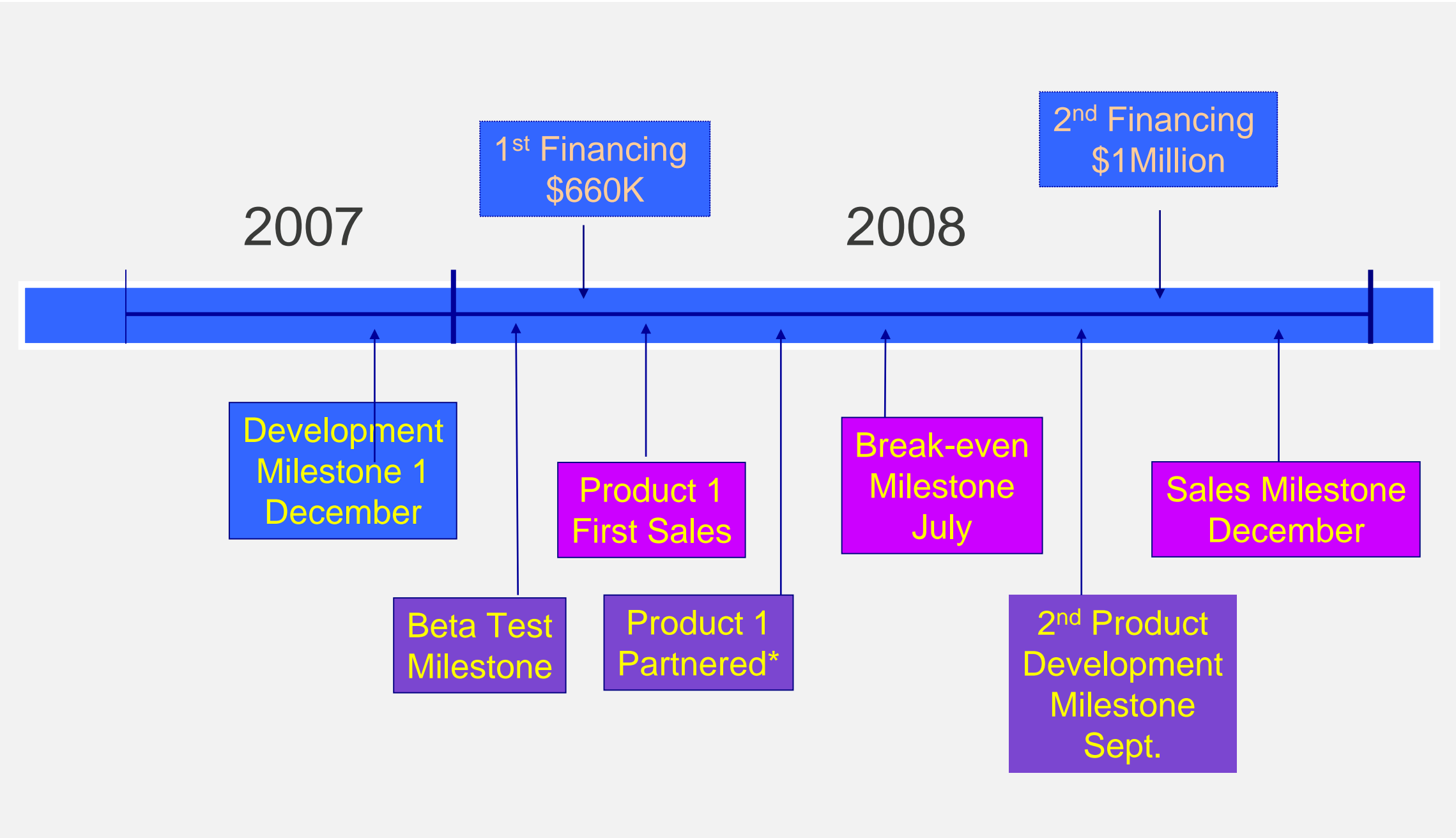
SLIDES: 2-3 slides
TIME: About 3-4 minutes

Timeline Milestones

Timeline Milestones



Value-Added Milestones Timeline (Sample)



SLIDES: 2-3 slides
TIME: About 3-4 minutes

Concluding your Investor Presentation

Summary

What do you want your audience to remember about the company?

- Unique and Sizeable Opportunity
- Unique product or service
- Competitive Advantage, Strengths
- Marketing Approach, Customers, Sales Pipeline
- Intellectual property
- Management team
- Other...

Who can help?

Contact us @ Brickstone



Brickstone Partners Limited



Address

9A Ibeju Lekki Street, Dolphin Estate
Ikoyi Lagos

Midel Center Building
Plot 14, Off Oladipo Diya Way,
Sector Centre D, Gudu District, Abuja



Email

hello@brickstone.africa
www.brickstone.africa



Telephone

Office Line: 01-623-4444 or 09-628-4444
Mobile: 080-3671-3949

www.brickstone.africa