



Excerpted from  
FastTrac® GrowthVenture™



TAKE CHARGE OF YOUR BUSINESS®  
A program of the Kauffman Foundation

# Prepare a Venture Presentation

Making presentations about your business is part of the entrepreneurial process. Use the following suggestions to plan your Business Plan presentation.

**A. Determine your objective.** You may encounter many reasons to verbally present information about your business. In most cases, you will share information and then ask listeners to take a particular action based on your information. Knowing this objective will help you select the best audience for your presentation, design the appropriate content, and develop fitting visual aids.

My objective for this presentation is to ask listeners to:

- Adopt a new perspective of \_\_\_\_\_ .
- Respond to facts and information by \_\_\_\_\_ .
- Contact me to provide more information about our products/services.
- Solicit feedback about \_\_\_\_\_ .
- Ask for more information about the business as an investment opportunity.
- Better understand \_\_\_\_\_ .
- Seek employment with our company.
- Take this action: \_\_\_\_\_ .
- Other: \_\_\_\_\_ .

**B. Select an audience.** Based on your objective, you will select an audience to hear your presentation. For example, if your objective is to seek funding you would make a presentation to potential investors rather than to potential employees.

- Advisory board
- Board of directors
- Banker or other potential lenders
- Entrepreneur club
- Family and friends
- Management team
- Mentors
- Potential employees
- Potential investors
- Other: \_\_\_\_\_



**C. Develop your visual aids.** Based on your objective and your audience, you will select appropriate visual aids to help communicate your plan. List the key points of your presentation. It is best to have two or three key points.

1.

2.

3.

The above key points need to be demonstrated or communicated using visual aids. Based on the various communication aids available to you, the preferences of your listeners, and your own comfort level select the type of visual aids that you will use.

- |   |   |
|---|---|
| <input type="checkbox"/> Flip charts              | <input type="checkbox"/> DVD demonstration      |
| <input type="checkbox"/> Overhead transparencies  | <input type="checkbox"/> Product demonstration  |
| <input type="checkbox"/> Slides                   | <input type="checkbox"/> Sample product/service |
| <input type="checkbox"/> Audio-slide shows        | <input type="checkbox"/> Other: _____           |
| <input type="checkbox"/> PowerPoint® presentation |   |
| <input type="checkbox"/> Video tapes              |   |



**D. Create your outline.** Your presentation content should be organized into an outline based on the following categories, and your verbal presentation should cover the following ten basic areas in an engaging way. Jot down information in each area that may be of particular interest to your audience. Reduce the risk of simply reading your presentation by including bullet points rather than complete word-for-word text. Place a ★ beside your key issues, including the opportunity and your credibility.

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### **Presentation Outline**

Brief company history and explanation of future growth opportunities:

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Concise product/service description including proprietary rights:

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Unique features and competitive advantage:

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Management team:

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Market analysis:

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Financial summary, cash needs, and purpose of new investments, if any:

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Exit strategy:

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**E. Practice, practice, practice.** In addition to practicing your presentation, use the following tips from Dr. Ray Smilor to prepare for presenting your plan.

**Envision the performance** – Like actors going on stage, find out ahead of time how the stage will be set up, where you will stand, how the audience will be arranged. Then review in your mind’s eye every aspect of what you will do once you get on stage. Try to get to the site early, stand at the podium and walk across the room. By the time you give your presentation, you will have been through it already a number of times in your mind, so that once you start, the scene will be familiar to you.

**Minimize stage fright** – Every performer gets butterflies, or at least the good ones do. Butterflies in the stomach are an indication that adrenaline is flowing and that the body is ready to perform. Recognize this as a really positive sign—your senses are alert—just as good athletes do. To minimize the terror that may come once you stand on stage, take a deep breath to get oxygen into the body. Rather than look over people’s heads or avoid eye contact, find a friendly face in the audience who will smile back at you. This will help you to engage the audience, and engaging the audience will actually calm your nerves.

**Own the room** – Before you start, make sure the room or stage is designed to meet your needs and focus attention on you and your story. Check all the audiovisual equipment to make sure it works, take coins and keys out of your pockets so no one can hear them rattling and remove any distractions, like flip charts or sample products, that the presenter before you may have left on the stage.