



# Entrepreneur's Presentation Guideline

Suncoast Angels – c/o The Hive Co-Working, Tower 2, Level 1, 55 Plaza Pde,  
Maroochydore, QLD 4558  
Phone: / Email: [admin@suncoastangels.com.au](mailto:admin@suncoastangels.com.au)

## Contents

Overview.....	3
Preliminary Presentation Session.....	4
General Information.....	4
Presentation Session Outline.....	4
Room Facilities Available.....	4
Suncoast Angels Meeting .....	6
General Information.....	6
Presentation Session Outline.....	6
Presentation Preparation Guideline.....	7
General Company Information/Introductions .....	7
Actionable Plan.....	7
Value Proposition/Issue .....	7
Target Market.....	7
Competitive Analysis.....	7
Solution .....	8
Total Addressable Market.....	8
Revenue Model .....	8
Sales and Marketing Plan.....	8
Financial Model .....	9
Current/Future Management Team.....	9
Risk/Reward Ratio for Investor & Exit Strategy .....	10
The Deal/Exit Strategy.....	10
Presenting Notes .....	11

### Overview

Suncoast Angels are a group of individuals who invest in high risk, early stage ventures. They do this by reserving a portion of their total investment portfolios to provide emerging companies predominately from Sunshine Coast and surrounding suburbs with seed and start-up capital through direct and private investments. Their goal is to achieve higher returns than the typical public markets provide. Most Angels are active investors who contribute their time and experience, as well as offer introductions to valuable contacts essential to your company's success.

So, do you want to successfully secure investors for your company? If so, follow these guidelines below and you will be a step closer in making your ideas a reality.

If you wish to be taken seriously by an Angel Investor, you must first be able to confidently present a succinct and compelling need, product or service which has a hard to copy and **unique** attribute. You will need to convince them that you have a team that can effectively and efficiently execute on this opportunity and most importantly it **must** provide a good return on investment to the Angel Investors. Ideally this should be through a public listing or by selling the business within a reasonable time frame of 5--7 years.

There are 5 stages involved in securing investment:

1. Online Review.
2. Preliminary Presentation Session.
3. Suncoast Angels Meeting.
4. Due Diligence
5. Investment.

After the investment has been finalised, it will progress to 2 final stages:

6. Post Investment Management.
7. Deal Harvest.

In this guideline, you will be provided with information and recommendations regarding the Preliminary Presentation Session and the Suncoast Angels Meeting. Ensure you follow only that to which is relevant to you. It is highly advised by the Angels that you adhere to those guidelines as closely as possible, as they will allow you to present in the best possible light. Remember the Angels are investors **not** product buyers, so the emphasis is on your company and not the product.

### Preliminary Presentation Session

Firstly, congratulations on successfully making it to the next stage 'Preliminary Presentation Session'. This is your chance to create a clear and concise picture for the Angels so that you can move that step closer to securing investment.

Read the below information intently as it is vital to your success at the presentation session.

#### General Information

In the email with this attachment 'Entrepreneur's Presentation Guideline', you will be advised of a date, time and location of where this session will be held. If you have not been notified, please email [admin@Suncoastangels.com.au](mailto:admin@Suncoastangels.com.au) immediately.

All sessions are run to a strict schedule that **must** be adhered too as there are multiple presentations that will occur on the day. Please wait at the reception unless otherwise advised and ensure you arrive 5---10 minutes early so that there are no delays. When the Angels are ready for you to present, a member will come to notify you (this is the start of your 30 minute time allocation).

#### Presentation Session Outline

All presentations are restricted to 30---minute time frames. It is imperative that you follow this, if you do not the Angels will stop you mid---presentation and you will not receive as much feedback. The 30---minute period is broken up as follows;

- **10 minutes Presenting.**
  - Please note this is timed, do **not** go over this allocated time frame. If you do, the Angels will cut your presentation short to allow sufficient time for the discussion/feedback.
- **10 minutes Discussion/Feedback with Angels.**
- **10 minutes where the Angels discuss without the founders present**

Once the allocated 30---minutes is up, you are free to leave. Please note that if you have not been accepted into the next stage, you are welcome to come back and present again at another Preliminary Presentation Session. However, you must first take on board all feedback given to you by the Angels, once you have done so please advise us by contacting us and we will schedule you in for you to present again.

#### Room Facilities Available

Unless advised otherwise, the room will have a projector for your presentation (from laptop) and a 15---pin VGA monitor connector will be provided. Mac users please bring your own connector. It is recommended for both PC and Mac users that you bring a second copy of your presentation on a USB for backup.

Please note that your presentation may be recorded, this is strictly confidential and only the Members of the Suncoast Angels will be able to hear it. This is so that those who weren't present have the opportunity to review and potentially invest

## ***Entrepreneur's Presentation Guideline***



in your company. If you do not wish for this to happen, please advise us prior to the session.

## Suncoast Angels Meeting

The SCA Meeting is your opportunity to present your company and deal to a larger Angel audience. If you have been successful you will be notified immediately after the meeting and will proceed to the next stage 'Due Diligence'. In doing so, you will first need to apply to below guidelines in conjunction with the feedback provided to you at the Preliminary Presentation Session.

### General Information

In the email inviting you to present at the Suncoast Angels meeting, you will be advised of a date, time and location of where this session will be held. If you have not been notified, please email [admin@Suncoastangels.com.au](mailto:admin@Suncoastangels.com.au) immediately.

All sessions are run to a strict schedule that **must** be adhered too as there are multiple presentations that will occur on the day. Please wait at the reception unless otherwise advised and ensure you arrive 5---10 minutes early so that there are no delays. When the Angels are ready for you to present, a member will come to notify you. Please refer to the Preliminary Presentation Session Section for room facilities available.

### Presentation Session Outline

All presentations are restricted to 30---minute time frames. It is imperative that you follow this, if you do not the Angels will stop you mid---presentation. The 30-- minute period is broken up as follows;

- **10 minutes Presenting.**
  - Please note this is timed, do **not** go over this allocated time frame. If you do, the Angels will cut your presentation short to allow sufficient time for Q&A and members discussion.
- **10 minutes Q&A.**
- **10 minutes Members Discussion.**
  - During the members discussion you will be asked to leave the room. After which, the Chair and Deal Lead (if appointed) will meet you outside to advise you of your outcome and what the next stage 'Due Diligence' will entail should you be successful.

Once the allocated 30---minutes is up, you are free to leave. However, you are welcome to stay and join the Angels for dinner at the Hamilton Hotel dining area after the meeting has concluded. This can be a good opportunity for you to network and further discuss your business/deal.

### Presentation Preparation Guideline

To ensure your presentation is presented in the best of light and meets the Angels criteria, it's highly recommended to prepare a PowerPoint presentation. This will be shown via projector. Remember, we are **not** product buyers so do not prepare/bring any promotional material.

Ensure you select a clear and readable font for your PowerPoint presentation, use simple but succinct words and sentences. If you wish to bring more authenticity to the audience, use graphics, drawings, tables and charts. Remember, you only have 10 minutes so keep your presentation concise and to the point. It is ideal to cover the below topics;

#### General Company Information/Introductions

Must include your name, organisations name, title and contact information. The Angels can read this, so cut to the chase and summarise what you do. You want to get investors thinking about the company's potential and size of the market.

#### Actionable Plan

To have an actionable plan is essential if you want to progress your idea into an opportunity. It must address the following;

#### Value Proposition/Issue

- Clearly identify the 'pain point' your product/service is addressing. This will need to be convincing enough that the Angels can readily identify with it.
  - What is the issue?
  - Is the customer clearly identified and why should they buy from you?
  - What need are you filling or what problem are you solving?
- Ensure you have relevant and convincing evidence (outside data) to support the problem/pain point is huge and include what attempts have been made by others to eliminate this (if others are trying to solve the problem, it'll support that there is a problem).

#### Target Market

Who are you selling to?

- Clearly define who the buyer/s are (they will be on the list of people to call during the due diligence stage should you be successful).
- Ensure you size the potential specific market clearly relative to the identified problem. It's ideal to use specific outside validation and data.
- Is there opportunity for **fast** growth and adoption within the market?
- Is there an opportunity to own a large part of the particular market and is the market growing?

#### Competitive Analysis

Who are your competitors? Are there any existing competitors and how many?

- Do you have a sustainable competitive advantage?
- Provide a complete view of the competition landscape.
- How will you differentiate your company from what is already out there?
- What is your unique selling proposition?

- What are the barriers to entry?
- Be very clear and specific about competitors and potential competitors.  
Know your landscape well and don't let the audience catch you with a competitor that you don't know about (no competition whilst heard often is unrealistic). Focus on verticals.

Remember to never dismiss your competition. Everyone including customer, investors and employees want to know why you're good and **not** why the competition is bad.

### Solution

How does your product/service solve the problem (eliminate the pain) in the most efficient, quickest and cost effective way than anyone else?

- Clearly translate from technology/science to business value proposition.
- Illustrate by specific example how the customer saves time and money with your product/service. Use numbers;
  - ROI – show what drives adoption of your product/service. ○  
We look for a 10X advantage over existing product/services.
  - Clearly set out the competitive advantage using specific examples.
    - Price, Functionality, Barriers to Entry and Strategic Partners (explain clearly the true value of the partner relative to any competitor).
  - Identify where your product/service **fits** in the business process of the customer

### Total Addressable Market

How big is your market in dollars? Identify what the proprietary assets and intellectual property cover.

- Status of patents and other IP.
- Status of competitor IP.
- How defensible is your product/service in terms of IP protection?

### Revenue Model

How would you make money?

- Show the specific transaction map (sales, costs, margins, price sensitivity).
- Show leverage points. For example in marketing, how expenditures drive sales.
- Clearly demonstrate a well---defined cost structure. For example, the effect of key outside component price changes and supply.
- Who buys the product? How is their ability to buy might be affected by factors outside your control (economy, budgets, etc.).
- Show at least **3---year projections** (see below points). Ensure high level in presentation but detailed backup schedules as necessary and that the relative numbers (growth, cost components, etc.) can be justified.
  - Income statement.
  - Balance sheet.
  - Cash Flow.

### Sales and Marketing Plan

How will you get customers?



- Will you use direct sales, channel partners (incl. their unique qualifications) or independent representatives?
- Do you have partners or key channels (international, government, a vertical distributor, etc.)? **Why** will they provide you with an advantage?
- Clearly explain your sales to date (beta, deep discount, etc.).
- Succinctly explain the pricing rationale for your products/services and include supporting outside data.
- Identify risk factors in hitting revenue targets

### Financial Model

What will the operating costs look like? Provide a clear view of the financing roadmap.

- Show your financing past and future (i.e. timeline) with amounts, source and valuations.
- Show the amount of cash that you (founders) have put in the company and how much more you (founders) plan to put in the future.
- Clearly identify where the business is in its lifecycle and support the growth/cash--flow plan. Early stage investors are always concerned that the business will require substantially more investment going forward than anticipated.
- What is your specific use of funds? **Why** do you choose to use the proceeds of the financing/s that way?
- The investors want to make sure that their money is used to build the business through to success. The money is not for perks, premises and image. Demonstrate frugality and sensible use of financing proceeds.

### Current/Future Management Team

Who will be solving the issue? Do you have an efficient team in place?

- What are the strengths and weaknesses of the team that'll be executing the solution?
- Provide concise bios of current management;
  - Length of time with the company.
  - Why are they suited to this business?
  - Why will they be successful?
  - Do they have any past successes related to business in this stage and/or industry?
- Speak to their start---up experience – what have they done in similar environments?
- What is the future management team (incl. skill sets and time line to hire)?
- Do you have any Advisors or Board Members?
  - Who are they?
  - Length of time with the company.
  - Relationships with management and brief qualifications.
- Identify who is taking a salary, equity, advisory fees, etc.
- Demonstrate the CEO/Founder and the other management team members' ability to be mentored. The investors often have a great deal of knowledge

and they have an interest in the success of the venture (they'll want to be involved at the start, once the business grows to be at least on Board level).

- Many, if not all businesses reinvent themselves and change direction throughout their lifecycle. Demonstrate how the company's leadership is agile, nimble, flexible and willing to change as market forces change.

### Risk/Reward Ratio for Investor & Exit Strategy

What are the risks/rewards for the investor? What is your capital strategy?

- VCs and Angels are in a high---risk phase and as an investor they need to see a certain reward factor. If they invest \$50,000 then they want to see a relatively high multiple in return on investment.
- Each investor has their reward factor so ensure that you identify how you will get there and most importantly **when** (specifically demonstrating how the business will build value).
- Understand what the factor might be at any particular time. Understand where you are in the potential financing cycle (are you asking for very early money where there will need to be extensive additional investment to reach profitability?).
- What is your exit strategy? Timing?

### The Deal/Exit Strategy

- What is your exit strategy? Is this clearly defined and compelling enough for the Angels?
- How much money do you require?
- How much equity will you give away? What return on investment will the Angels receive?
- Are there any risks involved in the deal? How will you overcome this?
- What is the time frame on receiving their return on investment?
- Do you have any problems that are unresolved or need any additional work?

Remember, the Angels are extremely interested in the risks and rewards for their investment. Without a highly probable exit strategy the Angels won't receive a good return on their investment, so ensure this is clearly identified and convincing to the Angels. Put yourself in their shoes

## Presenting Notes

To further your presentation success, it is highly recommended that you intently read the notes below.

- Throughout the presentation the interest level will diminish so don't leave your best till last. If you have important points to make then do so early on – you are not following a pre-scripted business plan PPM. You are doing a presentation in a limited **10-minute** time frame so sell the value of investing in your venture. Once you have interest, there will be opportunities to subsequently enhance your deal with underlying information in the Q&A.
- Your presentation should **clearly** demonstrate that each topic above has been considered/answered in a succinct and concise manner. Remember you **only have 10 minutes** to sell your deal!
- **Never** leave a question/comment from a member from the prior screening (Preliminary Presentation Session) unanswered!
- Keep track of the questions and comments. Ensure that your next presentation clarifies/answers all questions/comments.
- **Focus** on the key elements. Use succinct and concise sentences.
- The PowerPoint should only consist of key points, the use of long detailed paragraphs, complex charts are not recommended. Only use charts when they communicate the point better than text – keep them simple and easy to read.
- The CEO/Founder should be making the presentation with support from advisors or other management where appropriate.
- **However**, the CEO/Founder **must** own all of the data including the numbers in the presentations. They must understand each statement and number in the presentation. At this stage, the CEO must be hands-on, understand the detail and be able to speak to the detail.
- Remember, each of the steps in the screening process represents a hurdle and the audience needs to be convinced at that time to move on to the next step. Ordinarily, if you don't succeed at the Suncoast Angels Meeting you won't be given another chance.
- The CEO/Founders needs to have great ability to extrapolate and convey that clearly to the audience.
- The presentation and PowerPoint's should be subsets of a complete business plan and all tie in together smoothly.
- Be honest as to what you present, this is just the start and investors hate surprises at the due diligence phase.
- It's recommended that you practice your presentation, have others read and critique your presentations materials.

**Good Luck!**