

Oklahoma Venture Forum

Business Presenter Power Point Presentation Guideline

Purpose of a Power Point Presentation

1. Provide the presenter with a sequential GUIDE for delivering pertinent information about his venture opportunity - “the message”.
2. Provide the audience with a visual introduction of your investment opportunity that allows them to judge you and the basics of your venture so they can make a rational decision to start the INVESTMENT process. The venture’s Business Plan will probably not get serious scrutiny until there is a successful power point presentation. In a successful funding the business plan leads to the due diligence process, which leads to the deal negotiation process, which leads to the deal terms agreement. **THERE IS NO SHORTCUT!**

Anything other than simple pictures, graphics and extremely abbreviated text, using bullet points or numbering for major message emphasis is taboo. Long text message visually distracts the viewer from concentrating on the presenter’s message, therefore missing the whole point of the presentation. The investor prospect expects a smooth, informative and somewhat entertaining meeting that covers the HIGHLIGHTS of most everything a smart investor should want and expect to learn about an opportunity in a the time permitted for the presentation.

As an Invited Presenter to an OVF audience, your power point slides need to be in the format presented below. We recommend a maximum of 12 slides. Slides will be viewed from a distance and should not be too dense with words or numbers. Use charts, graphs & pictures with short text messages were practical. Presentations are targeted for 7-10 minutes based on Executive Director indicated availability of time.

1. Your Personal Introduction and Elevator Speech
2. Product or Service Description and Market Status
3. Present or Anticipated Key Customers and Total Market Size
4. Strategic Partnerships and/or Alliances
5. Competitive Landscape
6. Technology Status and Intellectual Property Position
7. Management/Board Team
8. 1-3 Year Goals & Projected Financials
9. Anticipated Funding Deal Terms
10. Contact Information

To be considered for being an OVF presenter, to request help in preparing a presentation or to submit information, please contact,

Che’ Loessberg, Executive Director

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