

Central Oregon Pub Talk
Early Stage Company Presenters
- 10 Minute Presentation Guidelines -

Goals of 10 Minute Presentation

1. Provide a venue to receive feedback on products, services, the business model, marketing strategy or other integral components of the business.
2. Share ideas, experiences and strategies for success.
3. Support the ongoing development of valuable presentation skills.
4. Introduce early stage companies to angel investors, venture capital firms, and the Pub Talk audience.

Company Profile

The ideal presenter is a representative from a new or start-up business who:

- ⇒ has a clearly defined business concept with a supporting business plan;
- ⇒ is actively seeking partners, employees advisory services or funding;
- ⇒ wants to start a buzz about his/her company by presenting to an audience of investors and peers;
- ⇒ would like to learn from the input and experiences of other members.

Media/Handouts

Speakers are strongly discouraged from using Powerpoint, easels, whiteboards or other media for pitches. These are strictly oral presentations.

Format

A primary purpose of the 10 Minute Presentation is to connect early stage companies with potential resources. Therefore, it is critical that pitches are concise, compelling, and provide the audience with a clear sense of what the company needs to grow to the next level. Please note that pitches are not a venue to sell your products or services.

Each speaker is given ten minutes for his or her presentation, and an additional five minutes for Q&A. **Time limits are strictly enforced!** Each presentation must include each of the following parts:

Part 1: Brief introduction of self and company (1 to 2 minutes)

- Your title, relevant professional experience
- Stage of company's growth
- Key product or service delivered by company

Part 2: Why does an investor/employee/strategic partner/vendor/supplier want to learn more about your company? (2 to 3 minutes)

- How is your product/service unique?
- What is the market for your product/service?
- What is the market size?
- What are your financial projections?
- Highlight key management.

Part 3: What you need/ Your Ask (1 to 2 minutes)

- You are looking for cofounders or key employees
- You are looking for consulting or specific advisory support
- You are ready to engage with sources of capital (debt, equity or both)
- Note: If you are looking for investment, new SEC rules prohibit descriptions of funding details. You may mention that you are in the funding process but no specific mention of amounts or terms is allowed.

Part 4: Q & A (3 to 4 minutes)

Note: While the Pub Talk forum is somewhat casual, this could be your only opportunity to present to individual investors in attendance. Be prepared by practicing your presentation beforehand and timing it to ensure that you are covering the above key points within the 10 minute timeframe.

Timelines, Materials, Contact

10 Minute Presentation opportunities are generally booked 3-6 months in advance. If you are interested in presenting, please reach out to:

Erin Reilly
Membership & Events Manager
Economic Development for
Central Oregon
ereilly@edcoinfo.com
(541) 388-3236

or

Brian Vierra
Venture Catalyst
Economic Development for
Central Oregon
brian@edcoinfo.com
(541) 388-3236

DEADLINES:

3 weeks prior to your presentation, you will need to submit:

- a written company summary (about a paragraph in length)
- a logo file (jpeg) and website address
- contact information, and
- a bio of your presenter

This information must be submitted to Erin or Brian via e-mail **3 weeks** prior to your presentation.

REVIEW COMMITTEE:

Erin Reilly will also contact you prior to your presentation to arrange a review meeting. A Review Committee offers advice and feedback on your presentation so that it is effective, concise and in keeping with the Pub Talk format guidelines.

Thank you for your interest in the Central Oregon Pub Talk!

