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Chapter 19: Deal Presentations and Negotiations

The creators of a new enterprise need to tell their story about the future of their business. Establishing credibility and trust through presentations of the new venture's plan for a novel solution to an important problem can lead to an investment.

The integrated story and the business plan should show how the business solution would be profitable within a reasonable period. The investors are interested in a favorable return. They also want to sense that they will be partners with trustworthy and capable entrepreneurs.

The negotiation of a deal with an investor is an important part of the process. One can cement the relationship or destroy it through the negotiation process. The terms of the agreement should address the means of achieving potential return and the allocation of risk between the investors and the entrepreneurs.

