

Chapter 10

Bringing a startup to market: Business project presentation skills

Learning objectives

- Prepare the structure of a business project presentation.
- Types of business project presentation.
- Presentation skills.

What does the structure of a business project presentation include?

1. *Introduction slide*

- ❖ You can make a great first impression with an introductory slide that communicates the essence of your business with minimal text.
- ❖ Add your company name, logo, and an inspiring slogan.

What does the structure of a business project presentation include? (Cont.)

2. *Executive summary*

- ❖ Write a summary of the main ideas in your business plan, such as the problem your company will solve, the target market, and your unique selling proposition.
- ❖ Choose between giving the audience a brief overview of what they are going to see or looking into specific target audience challenges.
- ❖ To effectively express your primary value proposition, think about creating an infographic.

What does the structure of a business project presentation include? (Cont.)

3. *Market & Competitor analysis*

- ❖ Demonstrate to your target audience how you will make their personal or work lives easier.
- ❖ Use pie charts and graphs to illustrate market research findings, customer demographics and segments, related challenges, and market size to highlight your expertise.
- ❖ SWOT analysis; Porter's five forces; Competitor profile; PEST/PESTEL analysis; Etc.

What does the structure of a business project presentation include? (Cont.)

4. Product/Service

- ❖ Clearly state the advantages of your product or service and the special qualities that make it stand out from the competition.

5. Marketing and sales strategy

- ❖ Describe the marketing channels, advertising campaigns, and sales tactics you will use to reach your target market.

6. Operational plan

- ❖ Describe the technical elements of your company and the day-to-day activities that are interacted with, such as supply chain management, partnerships, and collaborations, etc.

What does the structure of a business project presentation include? (Cont.)

7. *Management team & Business model*

- ❖ Introduce your team.
- ❖ Highlight their expertise and why they're crucial to your business.
- ❖ Explain how your enterprise operates. What makes your business different? Highlight your competitive advantage.

What does the structure of a business project presentation include? (Cont.)

8. *Financial projections*

- ❖ Provide balance sheets, cash flow statements, and projected income statements to show the potential profitability, investment effectiveness, and stability of your company's finances.
- ❖ To demonstrate to potential investors what will happen in different market conditions, make sure your projects are realistic and consider a variety of case scenarios.

What does the structure of a business project presentation include? (Cont.)

9. *Funding requirements*

- ❖ If you're seeking investment, specify the amount of funding required, how it will be used, and the expected return on investment for potential investors.

10. *Milestones; timeline slide and Conclusion*

- ❖ Outline the key milestones your business aims to achieve and the timeline for reaching them, demonstrating your commitment to growth and success.
- ❖ Summarize the key points and leave your audience with a sense of urgency to join your journey.
 - ❖ Provide your contact information.

The 10/20/30 Rule of PowerPoint Presentations

- The idea of the 10/20/30 rule is easy to understand, which is summed up in three points.
 - ❖ No more than 10 slides.
 - ❖ No longer than 20 minutes.
 - ❖ No lower than 30 points in size of text per each slide.
- The 10/20/30 rule emphasizes brevity, focus, and visual appeal to keep your audience engaged and deliver your message effectively.

What are the key business presentation types?

1. Pitch deck presentations.
2. Sales deck presentations.
3. Product marketing presentations.
4. White papers.
5. Case studies.
6. Report presentations.
7. One-pagers
8. Education and academic presentations
9. Business proposal presentations
10. Sports sponsorship proposals
11. Business plan presentations

What are the key business presentation types? (Cont.)

1. Pitch deck presentations

- ❖ The purpose of pitch deck presentations is to introduce a startup, product, or idea to possible investors.
- ❖ They are essential for getting the funding your company needs to grow and are usually used during fundraising rounds.

2. Sales deck presentations

- ❖ Its goal is to persuade potential customers to purchase your goods or services.
- ❖ They outline the advantages and special selling points of your product and why you're the ideal solution supplier to address the key issues.

What are the key business presentation types? (Cont.)

3. Product marketing presentations

- ❖ During the awareness phase, new features or products are introduced to the market through product marketing presentations.
- ❖ They emphasize the benefits of the product and how well it satisfies the demands of the target consumer.

4. White papers

- ❖ A white paper is a comprehensive examination of an issue and its resolution.
- ❖ White papers are used to inform key buyers about a complicated topic related to your business or product at the consideration stage of the sales channels.

What are the key business presentation types? (Cont.)

5. Case studies

- ❖ A customer success story or result is presented in a case study.
- ❖ They offer instances of how your goods or services have benefited a client, which makes them an effective tool for establishing credibility and trust.

6. Report presentations

- ❖ During the consideration stage, report presentations communicate data-driven insights and findings.
- ❖ They help your audience comprehend and retain the information by making complex data interesting and approachable.

What are the key business presentation types? (Cont.)

7. *One-papers*

- ❖ During the awareness stage, prospective customers can receive a one-pager, which is a concise and informative summary of your solution.
- ❖ This is a brief method of outlining the salient characteristics and advantages of your good or service.

8. *Education and academic presentations*

- ❖ Research findings are taught or presented through academic presentations and education.
- ❖ They are intended to promote in-depth comprehension and simplify difficult ideas.

What are the key business presentation types? (Cont.)

9. Business proposal presentations

- ❖ Presenting business proposals is how deals are closed after a sales cycle.
- ❖ They give a brief overview of your product and explain why the prospective clients should choose it.

10. Sports sponsorship proposals

- ❖ To get money and support for a sports team, proposals for sports sponsorship are made.
- ❖ In exchange for the sponsor's investment, they emphasize the advantages that they will provide.

What are presentation skills?

- Presentation skills are the qualities and abilities you need to ***communicate ideas effectively*** and deliver a compelling speech.
- Understanding ***body language***, creating impactful visual aids, and projecting your voice.
- ***Storytelling***, stage presence, and voice projection all shape how well you express your ideas and connect with the audience.
- These skills ***need to take practice***, but they're worth developing, especially if public speaking makes you nervous.

The importance of presentation skills

- Engaging a crowd isn't easy. You may feel anxious to step in front of an audience and have all eyes and ears on you.
- Strong presentation skills make it easier to convey your thoughts to audiences of all sizes.
- They can help you tell a compelling story, **convince people of a pitch**, or teach a group something entirely new to them.
- And when it comes to the workplace, the strength of your presentation skills could play a part in **getting a promotion** or contributing to a new initiative.

Six presentation skills examples

1. Active listening.
2. Body language.
3. Stage presence.
4. Storytelling.
5. Voice projection.
6. Verbal communication.

How to improve presentation skills

1. Build self-confidence.
2. Watch other presentations.
3. Get in front of a crowd.
4. Overcome fear.

Tips for dealing with presentation anxiety

1. Practice breathing techniques.
2. Get organized.
3. Embrace moments of silence.
4. Practice makes progress.

In conclusion

- Prepare the structure of a business project presentation.
- Types of business project presentation.
- Presentation skills.

Understand



**THANK YOU
FOR YOUR ATTENTION**

Q&A