

# BUILDING AN ANALYST BRIEFING PRESENTATION

Have an analyst briefing on the books? Whether it's an introductory meeting to get them up to speed on your company or a briefing on an upcoming announcement, it's important to create the right kind of presentation to guide the conversation.

An analyst briefing should be more conversational than a media briefing. Aim to get through your presentation in 15-20 minutes or less, so you leave time for a Q&A.

**Use this checklist to identify the key information to include in your analyst presentation.**



## Define the Problem

What is the problem in the market, and how is your company or new product uniquely solving it?



## Provide Numbers

What data do you have to prove this market problem?

Tip: When using statistics to project the future, it is important to pull third-party sources for validation.



## Show Your Work

What can you demo during this conversation to help the analyst visualize your product or solution? What would the demo entail?



## Include Customer Examples

Which of your customers would be open to a case study? What tangible proof points do you have regarding how you helped them meet - or exceed - their business goals?



## Check Your Terminology

Are you using marketing jargon? If so, reframe it! Analysts know the industry better than almost anyone and will call you out on “fluffy” marketing language.



## Keep It Light

Use slides to frame up an overview of your company or product, but provide full context verbally rather than using text-heavy slides.