

PowerPoint Presentation Guidelines

GCVCA Forum has adopted a modified version of the Guy Kawasaki's Guidelines for a PowerPoint Presentation. The 10/12/28 rules are as follows:

- Ten PowerPoint Slides Maximum*
- Twelve (12) Minutes Presentation Maximum
- Twenty-Eight (28) Point Font Text Minimum

* All PowerPoint Slides must be PC based (no Mac's) and fonts must be common fonts such as Arial, Tahoma, Verdana, Times New Roman, Helvetica, etc.

The purpose of a PowerPoint Presentation is to stimulate interest, not to close a deal. The number of PowerPoint slides is limited to ten. This seemingly impossibly low number forces the presenting companies to concentrate on the absolute essentials. The fewer slides needed, the more compelling the Presentation. Our guidelines allow for an additional few PowerPoint slides, that must be presented for pre-approval by the Review Committee, that provide greater detail about your technology, marketing and other key strategies if asked to provide a more-in-depth explanation during Q&A. The time limit for the PowerPoint Presentation is twelve (12) minutes maximum.

The minimum font size to be used on the PowerPoint Presentation is twenty-eight (28) points, except for text in logos, graphic diagrams, schematics, flowcharts or charts. However, no text in graphic diagrams, schematics, flowcharts or charts can be smaller than sixteen (16) points. If the Presenter has to use a small font to accommodate the material, they are putting too much detail on their slides. Each slide should portray one primary point. All the text and bullets should support this point. Use slides to lead, not read. They should paraphrase and enhance the verbal presentation. Because people can read faster than that of a verbal presentation, if there is too much detail on the slide, the audience will read ahead and not listen to what is being said.

RECOMMENDATIONS FOR POWERPOINT SLIDES

SLIDE	CONTENT	COMMENTS
Cover	Company name (and graphics, if appropriate). Business positioning statement. Presenter name and title and contact information.	The audience can read the slide; this is where you explain what your company does. Cut to the chase.
Market	Explain the market you address or the issue you're alleviating. Describe what creates the demand for your solution. Define the characteristics of companies or consumers that need a solution. Estimate market size.	Avoid looking like a solution searching for a problem. Minimize or eliminate citations of consulting studies about the future size of your market.
Solution	Clearly explain how your product or service fits within the whole solution to the market needs. Ensure that the audience clearly understands what you sell and your value proposition.	This is not the place for an in-depth technical explanation. Provide just the gist of how you fix the problem – for example, "We are a discount travel Web site. We have written software that searches all other travel sites and collates their price quotes into one report."
Business Model	Explain how you make money: who pays you, your channels of distribution, and your gross margins. Identify several most important steps in reaching goals. Specifically state what is needed to achieve positive cash flow and how long it will take to achieve.	If you have a revolutionary business model explain it in terms of familiar ones. This is your opportunity to drop the names of the companies or customers that are already using your product or service.
Underlying Magic	Describe the technology, secret sauce, or magic behind your product or service.	The less text and the more diagrams, schematics and flowcharts on this slide, the better. White papers and objective proofs of concepts are helpful here.
Marketing, Sales and Support	Explain how you are going to reach your customer and your marketing leverage points. Briefly explain the expected selling cycle.	Convince the audience that you have an effective go-to-market strategy that won't break the bank.
Competitive Position, Competitors and Barriers	Provide a complete view of the competitive landscape. Too much is better than to little. Explain how you propose to win against competitors.	Never dismiss your competition. The audience wants to hear why you're good, not why the competition is bad.
Management Team	Describe the key players of your management team, board of directors and board of advisors, as well as your major investors. Prior entrepreneurial experience in similar businesses, including know-how in your core product or service and proven knowledge of target markets.	All startups have holes in their team. What's truly important is whether you understand that there are holes and are willing to fix them.
Financial Projections and Key Metrics	Provide a five-year forecast containing not only dollars but also key metrics, such as number of customers and conversion rate.	Making the audience understand the underlying assumptions of your forecast is as important as the numbers you've projected. Be prepared to explain "dramatic" numbers such as "instant" market penetration and dispersion, "hockey stick" growth, unprecedented margins and long periods of negative cash flow.
Current Status, Accomplishments to Date, Timelines and Use of Funds	Explain the current status of your product or service, what the near future looks like and how you'll use the funds you're trying to raise. Describe the size and composition of the expected "burn-rate".	Share the details of your positive momentum and traction. Expect questioning if a pre-money valuation is higher than a range of \$1.5-\$3.0 million. Then use this slide to close with a bias toward action.