



## Investor Presentation Workshop

*Note: This one-pager presupposes an understanding of the PSW. If you are unfamiliar with the PSW, please see [www.preseedworkshop.com](http://www.preseedworkshop.com)*

### WHAT IS THE IPW?

The IPW is a 1 ½ day, next step program after the Pre-Seed Workshop and is designed as its compliment.

- In the PSW, we tell our participants that the focus is on assessing the viability of their business concept. We are not terribly concerned with slide aesthetics or presentation delivery. It's about content not style.
- In the IPW, we are not assessing the viability of the business concept. (We assume that if you've graduated from the PSW, that you have a viable concept.) We are now concerned about presentation style and delivery, slide aesthetics and the effective use of those slides. The IPW picks up where the PSW left off.

### OBJECTIVES:

1. To prepare participants to give a compelling concise, coherent, 20 minute investor presentation
2. To provide an opportunity for participants to evaluate each other's presentations
3. To help participants understand their target investors and what constitutes an appropriate ask.

### INSTRUCTIONAL PHILOSOPHY:

- Only a few short "high-density" lectures
- Mostly hand-ons learning
- Lots of peer mentoring

### STRUCTURE:

**Pre-Workshop Lunch:** The participants will have an informal lunch meeting with community professionals representing different investors classes, i.e., Venture Capitalists, Angel Investors, SBIR Experts, and Bank Loan Officers, to learn first-hand "what they're looking for". At the end of this lunch meeting, participants will receive a template of an investor presentation and a demo of an award-winning presentation.

**Pre-Workshop Assignment:** Participants will typically have two weeks to align preliminary slides they might have with the template. They will bring this "starter" presentation to the workshop.

**Workshop Day 1:** The participants will receive short but "high-density" lectures on the primary components of an effective investor presentation. With the help and support of their reactor groups, participants will review and improve their own presentations. Three participants are teamed with one coach to form a reactor group.

**One Week of Separation:** Participants will have one week to apply what they've learned in the workshop. They will improve their slides and polish and practice their presentation "at home".

**Workshop Day 2 (½ day):** The participants return and give their presentation to a judges panel that will provide feedback on the strength of the presentation.

**WHAT PARTICIPANTS ARE SAYING:** *"This was one of the most productive workshops I've ever attended, including ones I paid a LOT of money to participate in. I significantly refined my message, improved my presentation skills, and created a product that I felt proud of by the end. I cannot think of an event where I got more value for my money than in these two days."* Rochester IPW, September 2008

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