

Preparing Presentations ©

Presented by:

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May 12, 2021

“Helping Inventors become Entrepreneurs Since 1985”

Your message is important. Your presentation is how you deliver your message to create results.

- A great presentation is planned, rehearsed then delivered with passion.
- A successful presentation is one that makes people act.

Data. Direction. Determination.

- A great presentation presents facts.
- Shows you have a realistic plan.
- Proves you are motivated and have the energy.

Paths

**What do you want to do with your idea,
LICENSE or build a company?**

- What is the Pain?
 - How does your Product solve it? USP
 - Where is the Profit?
-
- Who is on your team? (People)
 - Why do you need \$? (Plan)
 - When is the Pay back?

WOW!!!!!!

Human Nature

Short attention span – 14 seconds

The heart, the mind, the wallet

Neurolinguistics

Body Language

EQ, IQ, SIQ

Pitches

- Elevator – 8-20 seconds
- Speed dating – 2 minutes
- TCA/VC/License – 8 minutes
- Event – 15+ minutes
- WOW Points and close

Elevator Pitch – 8/20 seconds

The introduction and instant determination

The **heart**, the **mind** and then the wallet

Is there **synergy**?

Is it worth following up?

Trade cards!

Speed date -2 minutes / 4 slides

The introduction, you and the market

The heart, the mind, the wallet

What is the problem?

How did you solve it?

How will your product sell?

How will you get there?

Trade cards, set an appointment!

Angels & VC's -8 minutes / slides with 2 minute video

Your introduction

The heart, the mind, the wallet

What is the Market? How big?

What is the problem?

How did you solve it? **Comparative VIDEO**

How will you make \$? Focus group data

Who is on your team?

How much \$, what for, when and what is expected ROI?

Trade cards, executive summary, set appointments,

Events -15 minutes / 24 slides with 2 minute video

Your introduction

The heart, the mind, the wallet

What is the Market? How big?

What is the problem?

How did you solve it? **Comparative VIDEO**

How will you make \$? Focus group data

Who is on your team?

SWOT analysis

How much \$, what for, when and what is expected ROI?

Trade cards, executive summary, set appointments, breakout meeting

Pump up your presentation!

1. Be able to show idea w/ props or pitch
2. Sketches
3. Power Point
4. Solid modeling / CAD
5. Mockups
6. Working Models
7. User videos

Present and Pursue with Pizzaz!

- Pitch with Passion
- Pitch with Purpose
- Pitch with Pride
- Pitch Potential
- Follow with thanks and paperwork.
- Follow up in person.

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