

Business Plan Project

Preliminary Presentation

General PowerPoint Tips

- Practice the entire presentation several times before the actual event.
- Remember that the computer is not the presenter. You are. PowerPoint supports your presentation by helping the listener follow along.
- Don't type entire paragraphs into a slide. Use bullet points instead.
- Use a large font-size—36 points or larger.
- Don't read to us.
- If you need to glance at the slide to remind yourself where you are, that's fine. Just be sure to face us while you are talking
- Get the presentation done first. Then spend a few minutes picking a pretty design template.

Business Plan Presentation Slides

- The Title Slide: Give the name of the company, and the names of the owners
- Executive Summary Slide: A quick idea of the company. What are you going to provide? To whom? Why are customers going to use your product/service instead of a substitute?
- Marketing Plan (may require more than one slide): Product, Price, Place, Promotion
- Financial Information Plan (may require more than one slide): How profitable will you be? Major expenses, product costs? Risks? Startup costs? How will you raise the necessary cash?