

## Guidelines for GAP Investment Presentation

- 1) The presentation should be 10-12 slides, and the delivery should be less than 10 minutes (10 minute time frame strictly enforced). The number of slides is a guideline, you may need two slides to convey a specific topic in some cases. A general rule for investor presentations is an average of one minute per slide.

- 2) Suggested general structure:

### Slide 1: Introduction of team and technology

The first slide should mention the presenter's name, PI (if different), Academic Units, the funding agency that supported the work done so far. Concisely, in a couple of sentences verbally present/state your credentials, why should someone invest in you and your technology.

### Slide 2: The technology/idea

What is your technology? Provide a clear concise visual and verbal description of your technology to the committee in a way that will be easily understandable and capture interest. Typically this could be a nice high-resolution photo or two and a powerful tag line. Do not get into the details of how the technology works, high level overview.

### Slide 3: The Problem it solves

What is the problem that your technology or idea is solving?

### Slide 4: Market Size

Explain the size of the market and the potential size of the opportunity. Support with credible sources. This slide is really important as it will determine the potential outcome and return on investment.

### Slide 5: The Solution

How is your technology or idea solving this problem? What are the features and benefits? What are some secondary or other applications of the technology, if applicable (these could be mentioned and not contained on a slide)? This is a great place to use images to show your product or service in action. Screenshots are smart if you have an online product or app.

### Slide 6: What will be achieved with the GAP investment?

What are you going to do with the money? Describe where you are now and where your technology will be at the end of the GAP funding and how the GAP funds will increase the chances for the technology to be licensed out.

### Slide 6: Use of Funds/timeline

How much you need? For long will it take? Present a clear table or timeline broken down in at least 2-3 phases with specific milestones and associated costs.

### Slide 8: The Competition/current technologies

Every technology has competition. What are the other ways to solve the problem defined above? What are the advantages of your technology to address the

problem? Is it easier to use, cheaper to produce, more effective, more efficient, more sensitive, etc. List the main 2-3 potential competitors

**Slide 9: Traction/support/industry feedback**

What testing have you done? What is the feedback from user engagement? Do you have an early adopter, people interested in your technology? This is where you mention support letters if you have some.

**Slide 10: Thank you and questions**

Display a nice picture of the core team members (headshots and/or team building/using the technology) and contact information. Thank the Committee and open to questions.

- 3) The committee is composed of individuals with a track record of building successful businesses. Most also have a strong technical background but most likely in a different field from yours. Please keep the technical discussion in slides 2, 3, and 5 at the layman's level.
- 4) Green or yellow graphics and are typically poorly rendered and should be avoided.
- 5) Use sans serif fonts such as Helvetica, Arial, Verdana, Calibri, or Futura. Use 20 to 30 pts for text and 50-60 pts for titles. Font and font size should be the same throughout the presentation.
- 6) The text should be black or dark blue. If you are adding text over a picture, white text with a black outline works well for all background colors.
- 7) Background colors should be neutral, e.g. light blue, beige, light grey.
- 8) Use the 5/5/5 rule: no more than five words per line of text, five lines of text per slide, or five text-heavy slides in a row.
- 9) Avoid complete sentences to avoid reading directly off slides.
- 10) Don't include references on slides.