

# Make Effective Presentations to Investors

By Leo Sun

Any great invention or innovation needs financial backing. Entrepreneurs who have a great idea are often mortified by the prospect of professionally presenting their ideas to a panel of prospective investors. Here are some tips to ensure the highest probability of success.

Think about the process you go through when you buy a stock. Will you buy a stock that has unclear growth prospects, muddled financial records, and unclear margins? Or will you buy into a company with a clear business plan, a focused customer base, and a strong, organized financial plan for the next few years? Organization is key in presenting to prospective investors—and the devil, which can be clearly visible to astute investors, is in the details.

Organize your business plan. Explain how your product will make money, and forecast operating margins. Investors like high margins, regardless of sales volume, as long as they are reasonable. Detail your prospective customer base

and target demographic. Keep it short—one page is the accepted norm—and concentrate on three things: focus, clarity, uniqueness.

Prepare a comprehensive financial plan. This should naturally flow from your business plan, but investors like solid numbers. Explain how much funding you need to get your idea off the ground, and how much ownership stake you are willing to surrender to investors. Show investors solid math—they need to know the amount of time it will take before their investments become accretive to earnings, and when the company will start to turn a profit. Show a five-year projection of revenue and earnings growth, and be realistic with the risks involved.

Provide a forecast based on macroeconomic conditions. Turmoil in the markets has shown us that at any time, any number of economic risks can sink a product's profitability. Rising commodity costs can sink multiple products—raw materials and fuel can adversely impact your product's projected margins, depending on the components. You should outline your financial plan realistically, based on your knowledge of the world markets.



This shows foresight and preparedness for turbulent times ahead and will reassure investors. Outline the impact of prospective competitors. Are there any products in the market that are similar to yours, and how is your product different?

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# Sub-Bid Requests

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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE AND SDVOB SUBCONTRACTORS/VENDORS FOR THE

**Long Island Railroad Expansion Project from Floral Park to Hicksville**  
MTA LIRR Contract No. 6240  
Bid Date: July 20, 2017

**Description of project:**  
The LIRR Expansion Project from Floral Park to Hicksville is a strategic component in Governor Andrew Cuomo's comprehensive plan to transform New York's vital transportation infrastructure while improving the economy, environment, and future of Long Island. The Expansion is decades in the making. Residents and commuters along the Main Line corridor have long sought a mass transit solution to reduce congestion, improve safety and the environment, and provide an appealing alternative to driving, with minimal disruption to existing services and without residential property takings. The new plan includes construction of a 9.8 mile third track between the Floral Park and Hicksville stations, the elimination of 7 grade crossings to improve safety and reduce road traffic, and upgrades to infrastructure, stations, and parking along the route.

**Subcontracting opportunities include, but are not limited to:**  
Civil Work, Professional Services, Mechanical Work, Architectural Work, Metals, Electrical Work, and Design Services.

If you are interested in bidding on this project, please contact: [info@skanskakiewitposillico.com](mailto:info@skanskakiewitposillico.com)

**Shea McNally JV**  
BIDDING OPPORTUNITY  
MBE/WBE/DBE Certified with the following certifying authority:

**A DBE is a Disadvantaged, Minority, or Woman Business Enterprise that has been certified by an entity from which EPA accepts certifications as described in 40 CFR 33.204-33.205 or certified by EPA. EPA accepts certifications from entities that meet or exceed EPA certification standards as described in 40 CFR 33.202.**

Inviting qualified contractors, specifically MBE/WBE/DBE firms certified/eligible as listed above, to contact Shea McNally JV (Prime Contractor listed below) regarding subcontracting services and material supply opportunities in connection with the upcoming tunnel and shafts project.

The Work under this contract is located in Long Island (Babylon), New York. The Work consists of:

**Southwest Outfall Replacement, Capital Project No. 8108**  
Owner: County of Suffolk – Dept. of Public Works-Yaphank, NY  
Capital Project No. 8108  
BID DATE: June 29, 2017 at 11:00 AM

Opportunities to participate exist in the following specific areas of soil and rock excavation, hauling, excavation support systems, underground blasting, structural steel, engineering, survey, instrumentation and monitoring services, materials testing, demolition and site preparation, environmental investigation, utility relocation, paving, fencing and gates, geotechnical and structural instrumentation, slurry wall, cased auger shaft construction, secant piles, cast-in-place concrete structures, reinforcing steel, ground stabilization, rock-bolts, steel dowels, shotcrete, concrete finishing, waterproofing, service utilities, grouting, mechanical equipment – hydraulic, sluice & wear gates, electrical services, pest control, IT services, security, waste disposal, cleaning services, and security services.

Any business seeking to participate as a MBE/WBE/DBE in the Contract that is not currently certified DBE by the EPA and the requirements set forth above should review 40 CFR 33.204-33.205 or certified by EPA shown above to obtain current certification.

Shea McNally JV set up an FTP site where you can view all plans, specifications and addendums for your convenience. Please contact Steve Fiore at (909) 595-4397, [Steven.Fiore@jfshea.com](mailto:Steven.Fiore@jfshea.com), to receive instructions on accessing the FTP Site.

**Shea McNally JV**  
An EEO Employer  
(J.F. Shea Construction, Inc. – McNally Tunneling Corporation)  
667 Brea Canyon Road, Suite 22 • Walnut, CA 91789  
909-594-0990 • 909-869-0827 (fax)  
Attn: Dennis Poulton, Chief Engineer

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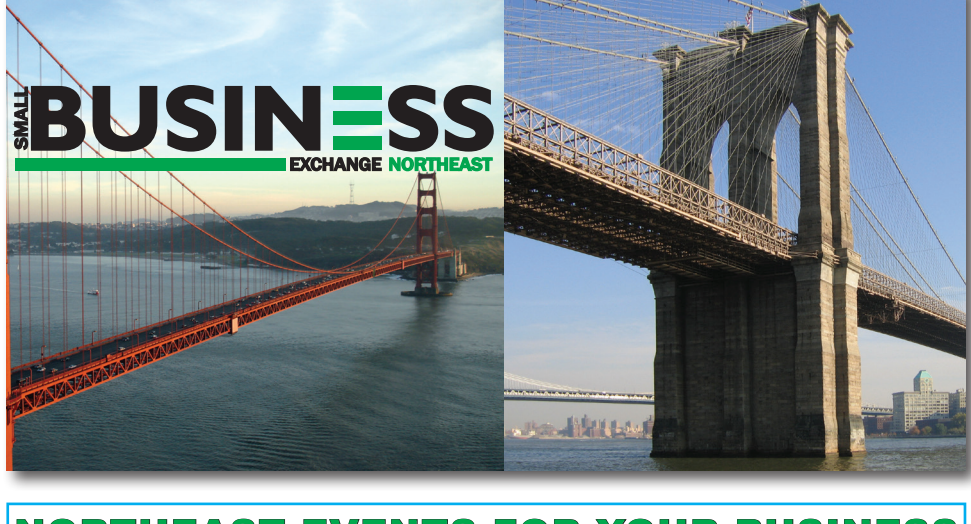
IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED MWBE SUBCONTRACTORS/VENDORS

**Morris Locomotive Shop and Employee Facility**  
MTA LIRR Contract No. 6241  
Bid Date: June 2017

**Description of project:**  
The LIRR intends to construct a new locomotive repair shop to replace the existing 125-year-old Morris Park Round House, which has outlived its useful life and is presenting an additional maintenance burden on operating resources. The new facility will be better equipped to maintain the LIRR's current fleet of diesel locomotives used in revenue service, as well as the fleet of diesel work locomotives. In addition, the project will provide new electrical service to the facility for lighting and shop equipment. The work shall include, but is not limited to: Shop Facilities—Front Shop Which Includes the Following: Four Service Tracks, One Release Track, Drop Table Tracks, and Inspection Pits.

**Many bidding opportunities available.**

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: [Matthew.DeGudicibus@skanska.com](mailto:Matthew.DeGudicibus@skanska.com)



**NORTHEAST EVENTS FOR YOUR BUSINESS**

**2017**

**Grow Your Small Local Business**  
Friday, June 23, 2017, 10:00 am–12:00 pm  
North Kingstown Public Library, 100 Boone Street, North Kingstown, RI  
Main Sponsor(s): Rhode Island SCORE  
Contact: Teri Terrien, [taterrien@yahoo.com](mailto:taterrien@yahoo.com)  
Fee: Free; registration required

There are three marketing areas you absolutely must focus on to get more customers and repeat business. In today's competitive business world, local businesses are competing both with local and non-local businesses for a share of the market. Additionally, there are far too many ways to spend marketing dollars. Given these circumstances, what is a small business owner to do with their limited resources? Join SCORE counselor and marketing consultant Bob Salvas as he discusses the three areas that EVERY local business should pay attention to if growth and long-term success are their major goals. Bob Salvas is a marketing consultant, SCORE counselor, and coordinator of 4th Monday networking. SCORE, America's premier source of free and confidential small business advice for entrepreneurs and small businesses, is a nonprofit resource partner with the Small Business Administration. There are more than three hundred SCORE offices across the country. For over 50 years, SCORE has provided free business advice through its network of volunteer business experts. You can meet with a mentor online or face-to-face in a chapter near you.

**Holyoke Small Business Day**  
Saturday, June 24, 2017, 10:00 am–2:00 pm  
Holyoke Public Library, 250 Chestnut Street, Holyoke, MA  
Main Sponsor(s): Small Business Administration, SCORE  
Contact: Tom Porter, [contact.0228@scorevolunteer.org](mailto:contact.0228@scorevolunteer.org)  
Fee: Free; registration required

Holyoke Small Business Day is here to support entrepreneurs in the Pioneer Valley with workshops, classes, and mentoring opportunities. The event is free with your registration. It is open to everyone who has dreamed of opening or running a business. Register in advance to receive a \$5.00 lunch coupon. Check-in starts at 9:45.

**Create the Business Plan That's Right for You**  
Wednesday, June 28, 2017, 10:00 am–4:00 pm  
Wells Fargo Bank, 150 East 42nd Street, Lower Level Conference Room, New York, NY  
Main Sponsor(s): SCORE  
Contact: 203-378-8664, 203-450-9484  
Fee: Free; registration required

A business plan is not one size fits all—it depends on your business strategy, goals, and financial resources. As a rule, your small-business plan should be flexible and proceed through affordable steps. Take into account customer acceptance, revenue and cash-flow growth, and the market for the product/service itself. An effective plan includes a timeline for implementing your business model. This workshop will give you the tools to articulate your reasons for a business plan; develop achievable plans to deliver value to your customers; formulate your business model and goals; project financial needs and results; communicate your strategy to stakeholders (potential investors, partners, and lenders); encourage stakeholders to participate.

