

Tips to consider when creating your investor presentation

What are the most important points to cover?

Highlight the problem your audience is facing

Use straightforward language, showing a deep level of understanding and back it up with statistical data

Share why the problem matters

What happens if a solution isn't found?

Present your product or service as the perfect solution

Back this up with scientific data and facts to establish your expertise and authority

Use *storytelling* to take your investors on a journey and tell the story in a way that makes them want to be part of it...

- > **Start with how you discovered the problem.** If appropriate consider creating a central character, a person who is suffering or faces consistent challenges because of the problem. Investors are more likely to relate to reality and pre-existing experiences
- > **Paint the picture of what happens if no action is taken** and then transition into the solution by showing what happens if the problem is solved
- > **Share the solution** and explain how it works. Incorporate statistics and facts to back your story
- > **Then, present your company or your team.** Share expertise and how long you've worked together. Investors also buy into people and so want to get a feel for your team's know-how and connection

Remember, investors don't always come from a scientific background and so stories help to make sense of the problem and solution

How to outline your presentation deck

Be mindful of your content and how much to include, 10-15 slides is probably enough and here's a summary of what to include:

- Cover slide
- Problem
- Who is affected?
- Solution
- Business model
- Competition
- Competitive advantage
- Market size and scalability
- Marketing and expansion plan
- Company and/or team
- Investment needs

And then you have to think like an investor and address their immediate concerns, such as:

- What's your business plan and growth rate?
- What's your business model?
- Can you scale up and expand?
- How do you acquire customers and how do you plan to market your product or service?
- How much are you trying to raise and how will you spend the investment?

For further support contact the team at Onyx Health via enquiries@onyxhealth.com or visit our website www.onyxhealth.com