



# ECONOMIC DEVELOPMENT FOR CENTRAL OREGON

## Central Oregon PubTalk Early Stage Company Presenters - 10 Minute Presentation Guidelines -

### Goals of 10 Minute Presentation

1. Provide a venue to receive feedback on products, services, the business model, marketing strategy or other integral components of the business.
2. Share ideas, experiences and strategies for success.
3. Support the ongoing development of valuable presentation skills.
4. Introduce early stage companies to angel investors, potential advisors, and the PubTalk audience.

### Company Profile

The ideal presenter is a representative from a new or start-up business who:

- ⇒ has a clearly defined business concept with a supporting business plan;
- ⇒ is actively seeking funding or advisors;
- ⇒ wants to start a buzz about his/her company by presenting to an audience of investors and peers;
- ⇒ would like to learn from the input and experiences of other entrepreneurs and business professionals.

### Media/Handouts

Speakers are strongly discouraged from using PowerPoint, easels, whiteboards or other media for pitches. These are strictly oral presentations.

### Format

A primary purpose of the 10 Minute Presentation is to connect early stage companies with potential investors. Therefore, it is critical that pitches are concise, compelling, and provide the audience with a clear sense of what the company needs to grow to the next level. Please note that the pitch should focus primarily on the business opportunity, and less on the product or service.

Each speaker is given ten minutes for his or her presentation. **Time limits are strictly enforced!** Presenters are encouraged to ask the audience at least one question. Each presentation must include each of the following parts:

Part 1: Brief introduction of self and company (1 to 2 minutes)

- Your title, relevant professional experience
- Stage of company's growth
- Key product or service delivered by company

Part 2: Why does an investor/employee/strategic partner/vendor/supplier want to learn more about your company? (3 to 6 minutes)

- How is your product/service unique?
- What is the market for your product/service?
- What is the market size?
- What are your financial projections?

- Highlight key management.

Part 3: What you need (1 to 2 minutes)

- Be specific about what you need to reach your next milestone, for example, “We are looking for a \$500,000 equity investment and an executive with marketing experience willing to work for peanuts and options.”

Part 4: Q & A

Note: While the Pub Talk forum is somewhat casual, this could be your only opportunity to present to individual investors in attendance. Be prepared by practicing your presentation beforehand and timing it to ensure that you are covering the above key points within the 10 minute timeframe.

**Timelines, Materials, Contact**

10 Minute Presentation opportunities are generally booked 1-3 months in advance. If you are interested in presenting, please e-mail a company summary and a statement of interest to:

Economic Development for Central Oregon  
[pubtalk@edcoinfo.com](mailto:pubtalk@edcoinfo.com)  
(541) 388-3236

We will contact you to arrange a pre-screening and to discuss scheduling.

**DEADLINES:**

2 weeks prior to your presentation, you will need to submit:

- a written company summary (about a paragraph in length)
- an outline of your presentation
- contact information

This information must be submitted via e-mail **2 weeks** prior to your presentation.

**REVIEW COMMITTEE:**

A member of the Central Oregon Review Committee will also contact you 1-2 weeks prior to your presentation to arrange a review meeting. The Review Committee offers advice and feedback on your presentation so that it is effective, concise and in keeping with the Pub Talk format guidelines.

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