



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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Jacob K. Javits Convention Center Expansion Project

Owner: New York Convention Center Operating Corporation (New York, NY)

The Lendlease Turner Joint Venture (LLTJV) will construct 12 million additional square feet of space expanding the nation's busiest convention center. The LLTJV team is reaching out to New York State certified MWBE-SDVOB firms to cultivate significant participation on the project.

How To Get Involved:
 LLTJV@moderntimesinc.com issues Notice of Interest (NOI) emails to all Lendlease Turner registered vendors notifying them of upcoming 1st tier opportunities on the project. Firms respond by clicking through the NOI to the opportunities that match scopes of work they perform.

To Register as a Vendor with Lendlease Turner JV:
 Note : All NYS Empire State Development certified MWBE/SDVOB vendors are already registered with LLTJV. Please contact us if your firm is not currently receiving LLTJV Notices of Interest by sending a note to: LLTJV@moderntimesinc.com

Get or Update Your Empire State Development MWBE & SDVOB Certificate:
 LLTJV seeks Empire State Development certified firms for every 1st Tier Subcontract Opportunity.

Seeking to be certified or re-certified? Visit <https://esd.ny.gov/mwbe-new-certification> to learn more about eligibility, requirements, and how to get started.
Have a question about certification?
 Call the Empire State Development MWBE Hotline: (212) 803-2414

To get in touch, please contact: LLTJV@MODERTIMESINC.COM

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SKANSKA
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IS SOLICITING COST PROPOSALS FROM DBE SUBCONTRACTORS AND VENDORS CERTIFIED WITH NEW YORK AND NEW JERSEY STATE UNIFIED CERTIFICATION
Replacement of Exchange Place and Newport Station Elevators and Escalators Project
 PANYNJ Contract No. PAT-774.170
 Bid Date: June 13, 2018

Description of project:
 The work generally consists of the following: replacement of two (2) passenger overhead geared traction elevators, replacement of one (1) hydraulic freight elevator, replacement of three (3) dual roped hydraulic holess elevators, replacement of seven (7) heavy duty escalators, upgrades to the PATH elevator and escalator remote monitoring system, structural modifications/installation of pits for the elevators and escalators, architectural upgrades, upgrades to plumbing/fire protection/HVAC systems/associated electrical work, asbestos abatement/lead paint removal/universal waste removal.

Many bidding opportunities available.
 If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled

SKANSKA
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IS SOLICITING BIDS FROM SBE SUBCONTRACTORS AND SUPPLIERS CERTIFIED WITH NEW JERSEY SELECTIVE ASSISTANCE VENDOR INFORMATION (NJSAVI)
Route 1 and 9 (Pulaski Skyway) Rocker-Bent Investigation Contract
 NJDOT Contract No: 051183160
 Bid Date: June 21, 2018

Subcontracting opportunities include but are not limited to Bearings, Civil General Contracting, Construction Engineering, CPM Scheduling, Dumpster, Fencing, Field Trailer, Fuel, Haul and Dispose, Miscellaneous Metals, MPT, Office Trailer Fit Out, Painting, Piles, Rebar, Sandblasting, Signs, Striping, Structural Steel, Surveying, Temp Shoring Towers, Testing and Trucking. Please see contract documents for further opportunities.

Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled

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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED DBE SUBCONTRACTORS AND VENDORS
Sandy Repair and Flood Mitigation—207th Street Yard and 200th/207th Street Interlockings Project
 MTA NYCT Contract No. C-34838
 Bid Date: June 28, 2018

Description of project:
 The work to be performed consists of signal system modernization at 207th Street Yard, rehab of existing and construction of new facilities including relay rooms, CBTC rooms, and restoration of track infrastructure. The work also includes furnishing and installing flood mitigation and resiliency structures and measures, such as steel seawall and pile supported concrete walls, flood gates, fabric portal flood gate, drainage improvement, replacement of track feeder, transposition cables, and appurtenances at the 207th Street Yard.

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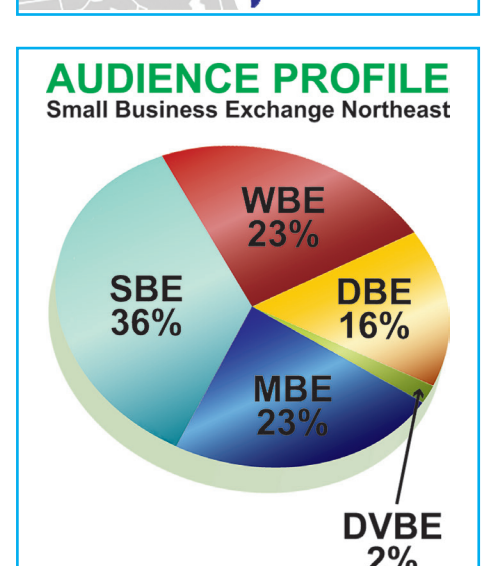
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IS SOLICITING COST PROPOSALS FROM DBE SUBCONTRACTORS AND VENDORS CERTIFIED WITH THE NEW YORK STATE UNIFIED CERTIFICATION PROGRAM
Kew Gardens Interchange Project
 NYSDOT Contract No: D900043
 Bid Date: July 3, 2018

Description of project:
 Design-build services for the Kew Gardens Interchange. This project area includes the Kew Gardens Interchange with Grand Central Parkway (GCP), Jackie Robinson Parkway (JRP), Union Turnpike (UTP), and the Van Wyck Expressway (VWE). The project will consist of demolition and replacement of six existing structures with new, widened structures, reconstruction of the ramps connecting the GCP, UTP, JRP, and VWE, and installation of new safety appurtenances meeting current standards.

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NORTHEAST EVENTS FOR YOUR BUSINESS

2018

SCORE Boston Workshop: Conscious Capitalism
 Thursday, June 14, 2018, 5:30 pm–6:30 pm
 Venture Cafe, 1 Broadway, 5th Floor, Cambridge, MA
 Main Sponsor(s): SCORE Boston
 Contact: Laura.Colcord@scoreboston.org
 Fee: Free; registration required
 If you're frustrated with the current negative political climate, this workshop will help you discover that your business can create the change you want to see in the world. Come and learn about a better, more sustainable, and more effective way of building your business. See how you can upgrade your reason for being in business (whatever your business is) to have a positive impact on the world. Hear how other businesses create value not only for their shareholders, but also for their employees, customers, vendors, the community, and the environment. Through a presentation and small group discussions, Bob Scoville will lead an engaging overview to help you evolve your business. SCORE Boston provides free business counseling and free workshops by experienced advisors.

Run Your Business Virtually
 Thursday, June 21, 2018, 6:30 pm–8:00 pm
 Fairfield Public Library, 1080 Old Post Road, Fairfield, CT
 Main Sponsor(s): Fairfield Library, SCORE Fairfield County
 Contact: SCORE.Fairfield@scoreboston.org

Boots to Business Reboot: Starting or Growing a Veteran-Owned Business
 Thursday, June 28, 2018, 8:30 am–3:30 pm
 American Legion Post 174, 55 Mountainview Boulevard, Wayne, NJ
 Main Sponsor(s): US Small Business Administration
 Contact: Eugene.Spillane@sba.gov
 Fee: Free; registration required
 Veterans have the character, discipline, and skills needed to succeed as small business owners and entrepreneurs. Wondering what it takes and how you can prepare? Enroll in Boots to Business Reboot, a two-step training program that provides participants an overview of business ownership as a career vocation, an outline and knowledge on the components of a business plan, a practical exercise in opportunity recognition, and an introduction to available public and private sector resources. Eligible for this training are veterans of all eras, service members (including members of the National Guard and Reserve), and their spouses.

Let's eat Grandma!

Let's eat, Grandma!

Punctuation saves lives.