

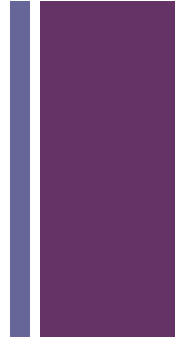
Kauai Coffee Agricultural Business Plan

Competition

Phase II – Day 1

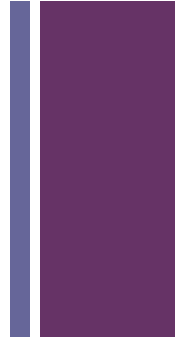
Jim Hollyer

Resource Research & Evaluation



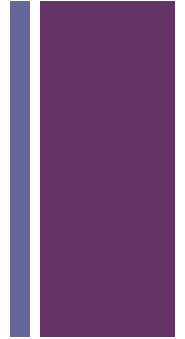
Congratulations one and all!

+ Tasks for the evening



- Understand more about the flow of the contest
- Learn the basics of your 5-minute presentation
- Getting started with LivePlan.com
- Answer any questions

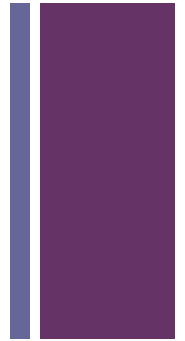
+ Business Plan Contest PLUS



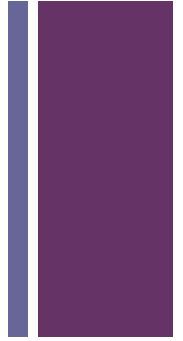
- Phase I – necessary to focus the field of contestants
- Phase II
 - Presentation 1 – get you comfortable speaking aloud about your idea and gathering honest (critical) feedback (confidentially)
 - PLUS – about 8 lectures exposing your business and your team to in-depth knowledge on key business skills – to make your plan richer/deeper/more well-rounded
 - Equal advantage with LivePlan.com
 - Methodical building of your plans

+ Reality check – it's all about YOU!

- This is a competition, not a lottery or grant program – you have to be great to win!
- Quality writing (get editing help if you need it)
- Solid/thoughtful/justified numbers
- Positive thinking / speaking
- Rapid problem solving
- Chasing up resources and data
- Making the deadlines – a minute late is late.
- Finally, you WILL be working nights and weekends to keep up with the best competitors in the room



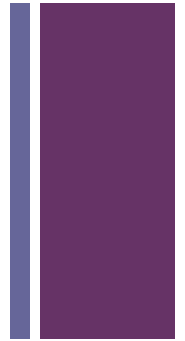
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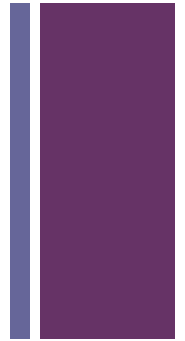
Questions?

+ Steve Jobs presentation

- <http://www.apple.com/apple-events/march-2011/>

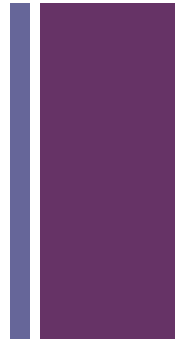


+ What makes for an short, engaging presentation? A.



- Practice and time yourself at last 10 times, know your material – cold!
- Be neatly dressed, and stand up straight and be relaxed
- Maintain eye-contact (look above the heads of the people in the middle of the audience if you're nervous) and use gestures
- Be serious and passionate about your business
- Get the “hook” into your audience by saying something they can relate to – ask a question in the beginning
- Be respectful of the time of the audience

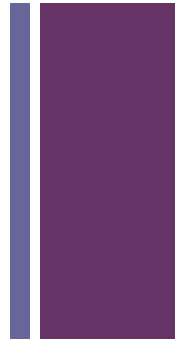
+ What makes for an short, engaging presentation? B.



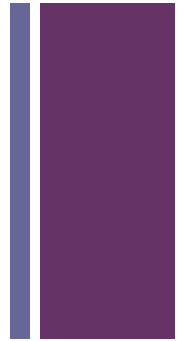
- Have a limited amount of text on a slide – pictures and a little text work best
- Present numbers on dollars of sales, volumes, increases, new customers – VERY IMPORTANT – you are trying to get people to “invest” in your idea – numbers say you will pay them back with interest
- Be gracious about questions, and tell the truth. If you don’t know, say something like, “that is an interesting question, I will have to look into it.”
- Have a couple of copies of the presentation with you

+ What makes for an short, engaging presentation? C.

- If two or more people will give the talk, divide it up – do NOT talk over each other or back and forth
- Bring a proto-type/samples if you have one
- Did someone say, practice?

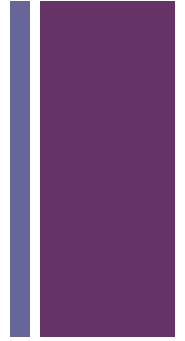


+ Guidelines for next Tuesday



- Be in the waiting area at least 15 minutes before your time slot.
- Focus on the: who, what, where, when, how, how much of your business
- 5 minutes EXACTLY for the team presentation – you will be given prompts on your time so you don't have to watch your watch
- 8 slides MAX, including title slide
- No goofy animation (fly-ins, twirling text)
- 5 minutes for questions, have someone to write down the questions you are asked

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Questions?

+ Let's make a presentation!

