

How to prepare a “Winning” Investment presentation

Athens, June 2024



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Section 1

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Key Elements for Your Presentation

Essential Elements for a Compelling Pitch: Key Points and Visual Aids

Key Points to remember

The most effective pitch decks are concise, using only one or two slides to each thematic section.

Stay within the range of 10-15 slides.

A successful investor pitch deck includes a strong hook, essential background information, and a solid revenue plan.

An investor pitch deck should avoid overwhelming amounts of text, data, or information.

Use visual aids in order to increase the impact of the presentations

Listening and understanding of the audience is improved as the message is delivered orally and visually.

The ability to retain attention is five times higher as visual memory, much higher than oral memory.

The speaker appears to be more professional and persuasive as the content is better developed.

Key ideas are more effectively emphasized, making the presentation shorter and keeping investors engaged.

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Steps for Easy Creation of Consistent Slides

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"Scrolling down" rules

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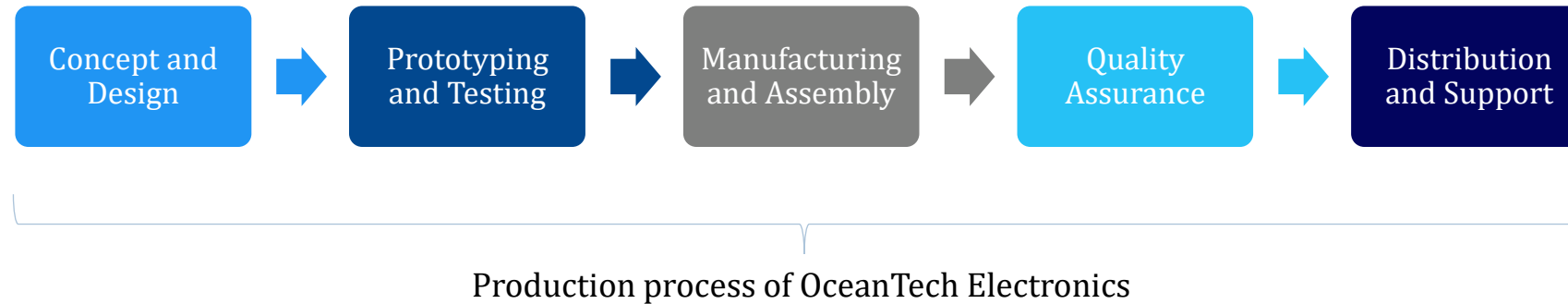
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Product/Services

Key points of the production process of OceanTech Electronics

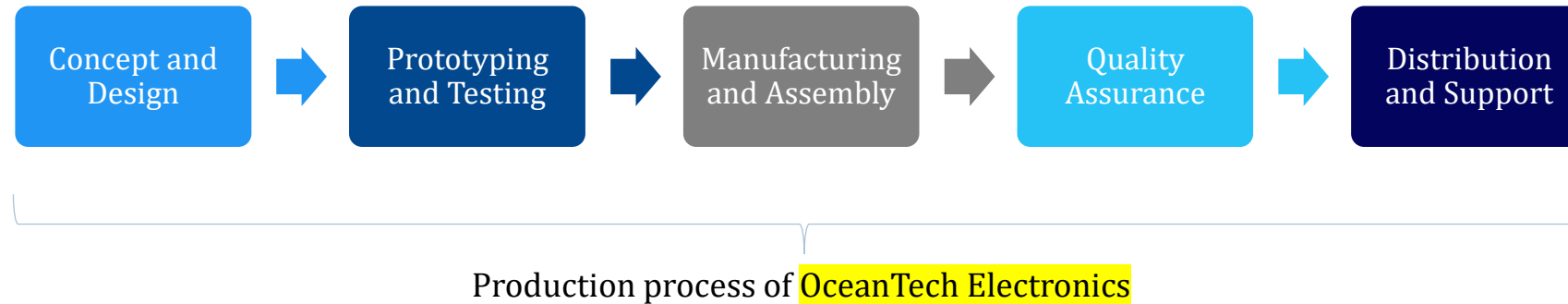


- **Concept and Design:** Initial research and design to create marine electronics products.
- **Prototyping and Testing:** Development and rigorous testing of prototypes under simulated marine conditions.
- **Manufacturing and Assembly:** Production and skilled assembly of electronics components into final products.
- **Quality Assurance:** Comprehensive testing to ensure functionality, waterproofing, and adherence to marine standards.
- **Distribution and Support:** Secure packaging, global distribution, and customer support post-sales.

OceanTech Electronics ensures the creation of reliable marine electronics that meet high standards of performance and durability.

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Business Plan

If you want to present three future revenue scenarios over a five-year period, what storyline would you use?

Scenario 1 - Conservative Growth

Year 1	1.5 million
Year 2	1.8 million
Year 3	2.1 million
Year 4	2.4 million
Year 5	2.7 million

Scenario 2 - Moderate Growth

Year 1	2 million
Year 2	2.5 million
Year 3	3 million
Year 4	3.5 million
Year 5	4 million

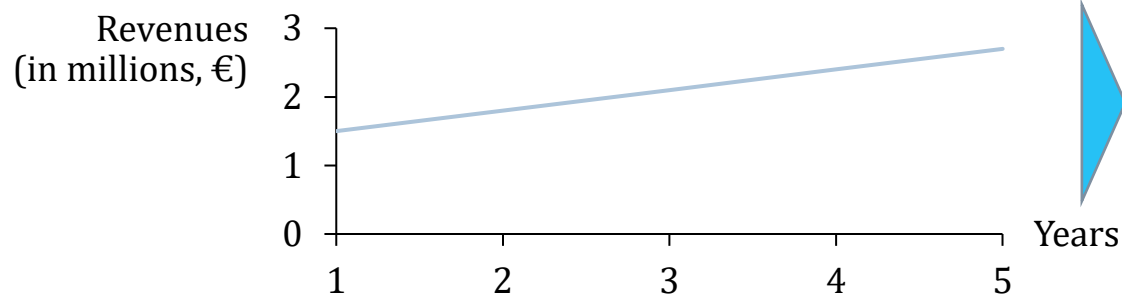
Scenario 3 - Aggressive Growth

Year 1	2.5 million
Year 2	3.5 million
Year 3	4.5 million
Year 4	5.5 million
Year 5	6.5 million

Business Plan

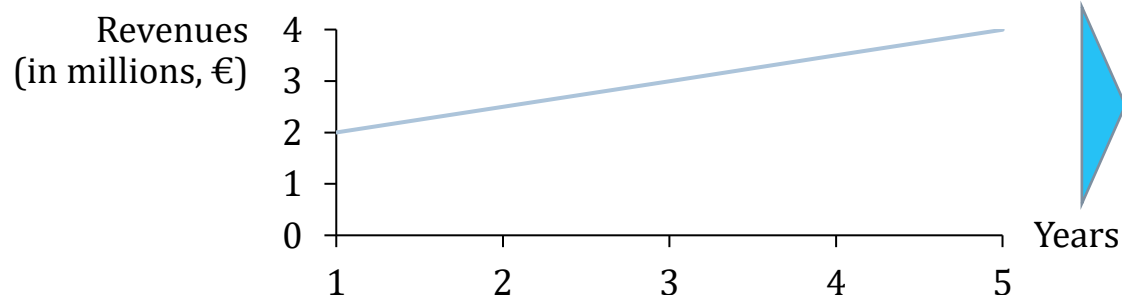
Three scenarios for projected revenues over a five-year period were examined, showing how revenues will increase in each case

Scenario 1 - Conservative Growth



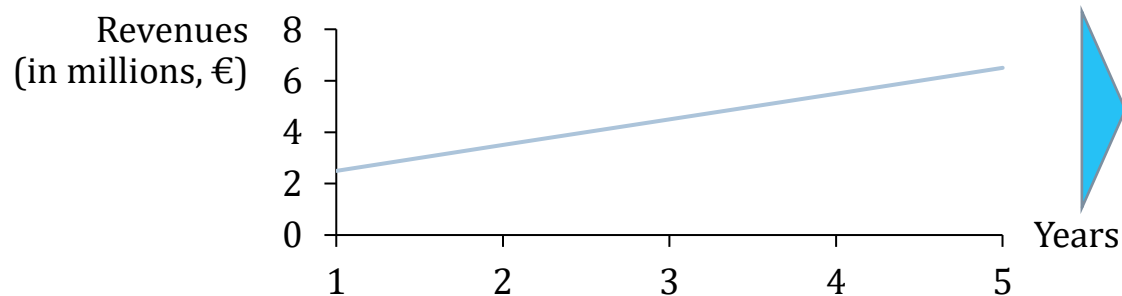
- OceanTech Electronics anticipates steady growth in revenues over the next five years, **starting with \$1.5 million** in the first year and **increasing gradually to \$2.7 million** by the fifth year. This scenario reflects cautious optimism and **prudent financial planning**.

Scenario 2 - Moderate Growth



- OceanTech Electronics expects moderate revenue growth, projecting an increase **from \$2 million** in the first year **to \$4 million** by the fifth year. This scenario suggests a balanced approach to **expanding market presence** and enhancing product offerings.

Scenario 3 - Aggressive Growth



- OceanTech Electronics plans for aggressive revenue growth, aiming to more than double its initial revenue **from \$2.5 million** in the first year **to \$6.5 million** by the fifth year. This scenario reflects **ambitious market strategies** and **significant investment in innovation and market expansion**.

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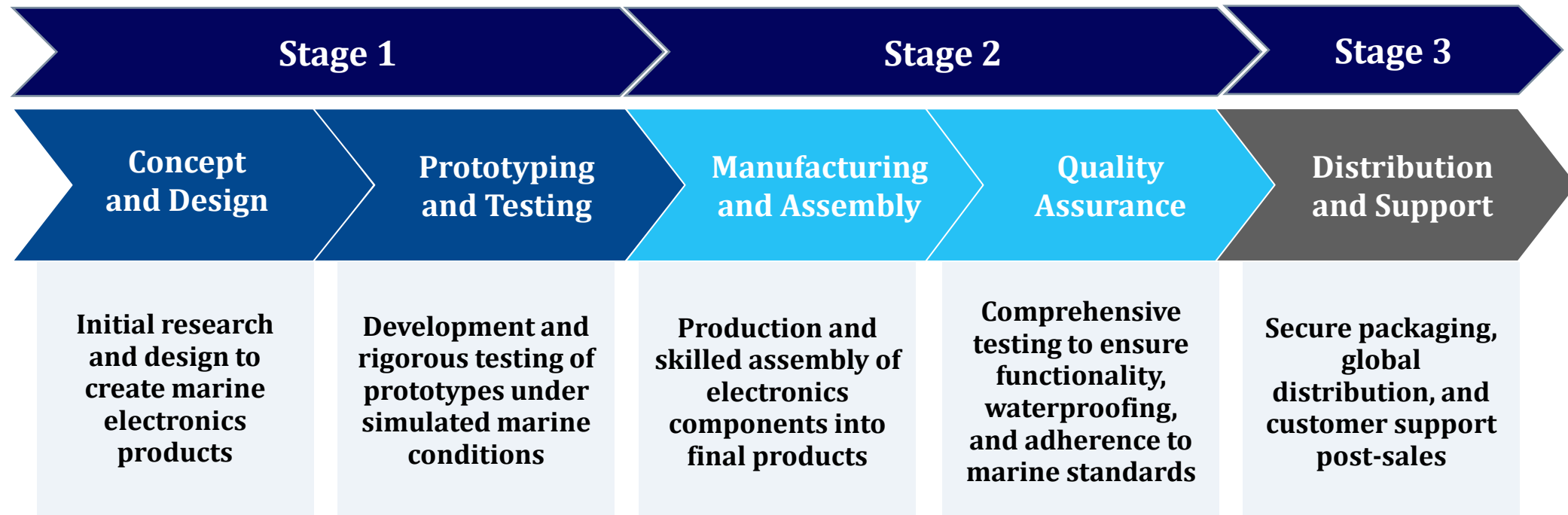
Product/Services

If you want to illustrate the company's production process, what type of diagram would you use?

Stage 1
Concept and Design
Prototyping and Testing
Stage 2
Manufacturing and Assembly
Quality Assurance
Stage 3
Distribution and Support

Product/Services

The production process consists of three stages, with a total of five individual steps



In the current phase, OceanTech Electronics has not developed the distribution of the final product.

Key Elements for Your Presentation

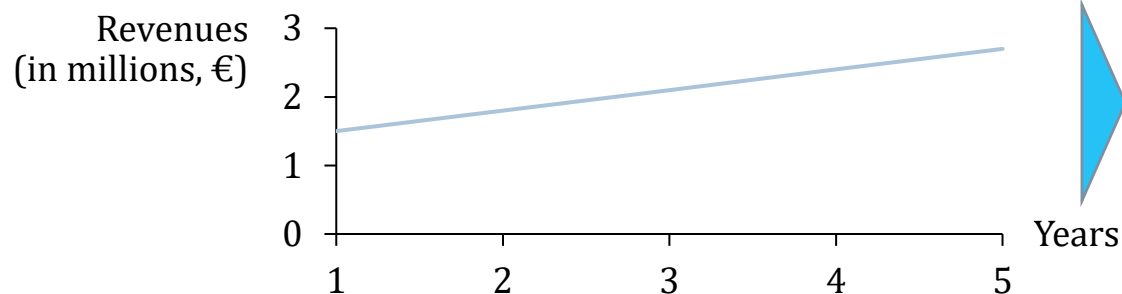
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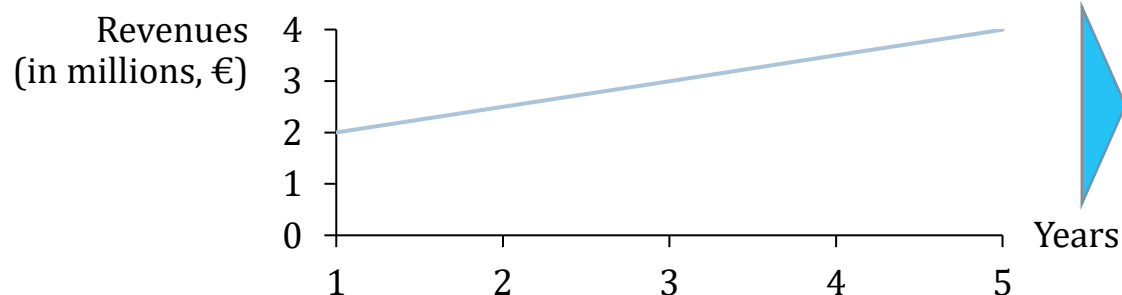
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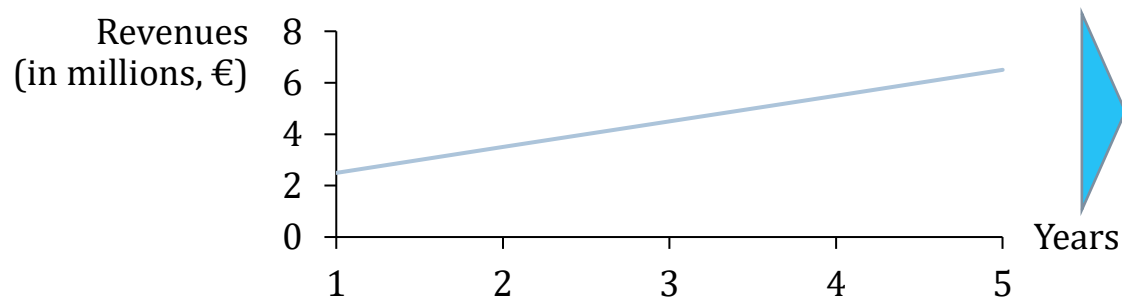
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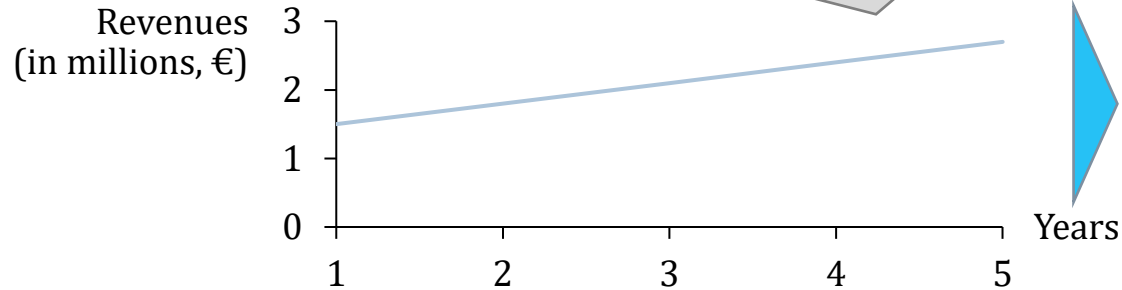
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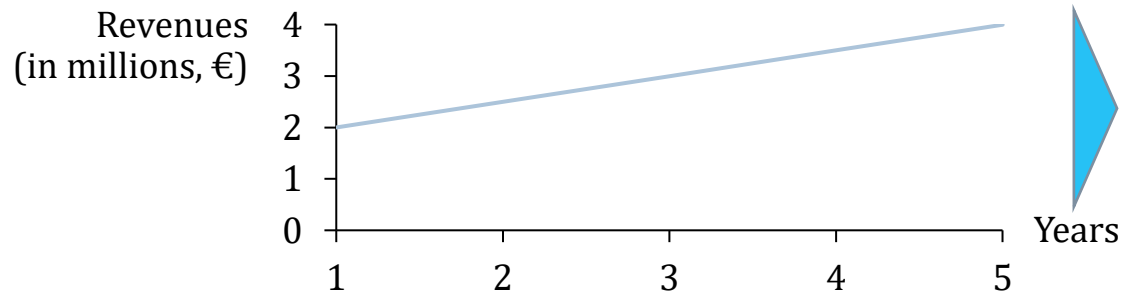
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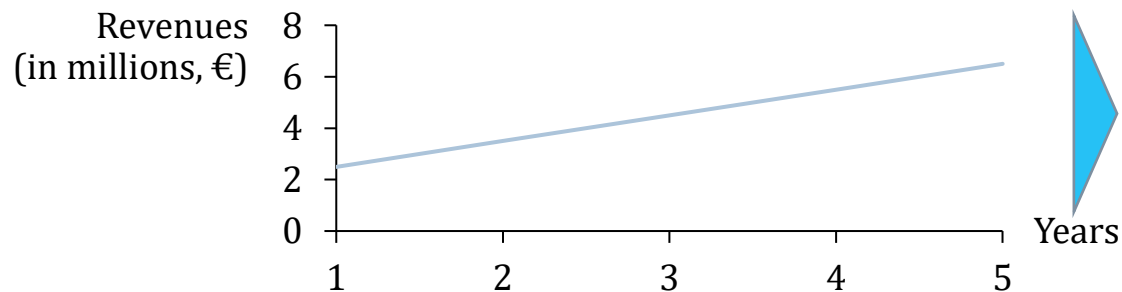
hypothetical column for
the graphs



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hypothetical column for
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scenarios
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Mapping of competitors

The competitive prices do not show significant differences, with the two directly competitive products presenting higher prices (1/2)

To determine the prices of competitive products, research was conducted online.

Companies	Market Share ¹	Prices per Product (€) ²	Revenues (€)
MarineNav Solutions	15%	500 - 5,000	25 million
BlueWave Technologies	12%	400 - 4,500	18 million
SeaStar Communications	10%	300 - 3,000	15 million
WaveTech Marine	8%	250 - 2,500	12 million
AquaElectro Marine	7%	350 - 3,200	10 million

Mapping of competitors

The competitive prices do not show significant differences, with the two directly competitive products presenting higher prices (2/2)

Margins are not maintained

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To determine the prices of competitive products, research was conducted online.

Companies	Market Share ¹	Prices per Product (€) ²	Revenues (€)
Nautical Dynamics	5%	300 - 3,500	7.5 million
OceanTech Electronics	4%	350 - 3,500	5 million
Maritime Instruments Inc.	3%	350 - 3,800	4.5 million
Oceanic Technologies	8%	250 - 2,500	12 million
DeepSea Systems	2%	400 - 4,200	3 million

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Collection/transport to the facilities

According to estimated management needs, OceanTech Electronics is expected to employ up to 4 drivers and utilize up to 4 vehicles over a 5-year period

Current Operations

- To transport waste to the processing facilities, a single driver operates a 1560cc truck.
- This truck makes 1-3 trips per day, with each trip covering a total distance of 60 km (round trip).
- The monthly fuel expense (diesel) amounts to €180, and the annual maintenance costs are €1.220,00.
- Each trip involves transporting 9 bins of waste, each weighing between 40-60 kg (with the driver's carrying capacity being around 50 kg). Waste collection from each store occurs approximately once a week.

Average number of daily trips

2

Truck fuel cost (per km)

€ 0,067

Driver's wage cost

€ 1.100

Truck purchase cost

€ 9.000

Collection Needs in Reference Areas per Year

Collection Data	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Monthly Schedules	40	80	80	120	120	120
Trucks	1	2	2	3	3	4
Driver	1	2	2	3	3	4

- In the coming years, for collection and distribution needs, it is estimated that approximately 1-2 additional trucks will be required, which will be leased for €300 monthly.

Annual maintenance cost of a commercial vehicle

€ 1.220

Insurance

€ 350

Taxes

€ 280

Service

€ 590

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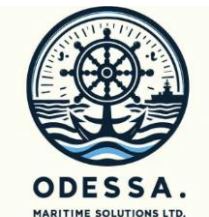
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Competitive Analysis

Major Black Sea Competitors (1/2)

Black Sea Shipping Co.

- Based in Constanta, Romania, Black Sea Shipping Co. is a prominent player in freight transportation and port logistics.
- With a fleet comprising **10 cargo vessels and 5 tankers**, they command a significant market share of **20%** and generate approximately **\$50 million in annual revenue**.

Odessa Maritime Solutions Ltd.

- Located in Odessa, Ukraine, Odessa Maritime Solutions Ltd. specializes in ship management and crewing services.
- Managing a diverse fleet of **15 vessels**, they hold a strong market position with a **15%** share, contributing around **\$35 million annually** to the maritime sector.

Competitive Analysis

Major Black Sea Competitors (2/2)

Batumi Port Holdings



- Batumi Port Holdings operates out of Batumi, Georgia, focusing on comprehensive port operations and container handling.
- Their extensive facilities include **3 container terminals and 2 bulk cargo terminals**, enabling them to capture a robust **25%** market share and achieve annual revenues of **\$60 million**.

Varna Maritime Group



- Headquartered in Varna, Bulgaria, Varna Maritime Group offers specialized services in maritime consultancy and ship brokerage.
- Known for their expertise in maritime law and risk management, they maintain a niche market share of **10%**, generating revenues of approximately **\$25 million annually**.

Key Elements for Your Presentation

Steps for Easy Creation of Consistent Slides

Content of the slide

General Principles

How to achieve consistency? Set rules to be followed throughout the presentation, from the start (e.g., periods in bullets, capitalized names, or terms).

Storylines

What is the content? Ensure the storylines contain the key message for each slide, while collectively presenting a complete approach or story.

Subject

What do we want to present? We create a slide or shape (ideas from the internet) with a clear focus on what we want to highlight.

Structure

How will we "segment" the slide? Before adding information, mentally divide the slide into sections.

Design of the slide

Margins

How do we handle "messy" slides - part 1? We maintain margins on the right, left, and bottom. We always place notes in the same spot (copy-paste). We don't leave any gaps.

Alignment

How do we handle "messy" slides - part 2? We make sure to follow the logic of vertical and horizontal guides.

"Scrolling down" rules

What is visible at a quick glance? We keep the same positions in tables or shapes related to the same analysis/logic. We pay attention to consistency in style.

Readable Materials

How easy is it to read a slide? We highlight important points, space out bullet points for easier reading, and include symbols (€, km, etc.).

Products/Services

The advantages of collecting plastic seem to provide a significant benefit**Benefits from collecting plastic waste**

- Removing plastic waste helps preserve marine biodiversity by reducing the risk of entanglement and ingestion for marine animals.
- Minimizing plastic pollution enhances water quality, benefiting aquatic life and overall ecosystem health.
- Cleaner waters can boost tourism and fisheries, both of which are economically vital for coastal communities.
- Recycling plastics can generate income through material recovery and reuse, contributing to a circular economy.
- Promotes public health by reducing exposure to harmful pollutants associated with plastic debris.
- Fosters community pride and engagement in environmental conservation efforts.
- Raises awareness about plastic pollution's impact on marine environments, promoting sustainable behaviors.

Aims

They aim to recycle over **100,000 kilograms** of plastic annually
or
approximately **100 metric tons**

Annual maintenance machine cost**€ 1.220****Insurance**

€ 350

Taxes

€ 280

Service

€ 590

Key Elements for Your Presentation

Steps for Easy Creation of Consistent Slides

What to avoid

Avoid using all capital letters

e.g. RETENTION RATE OF AUDIENCE INCREASES 5 TIMES

Avoid using Times New Roman font

e.g. Retention rate of the audience increases 5 times

Refrain from using different font styles, like capital letters or underlined words within a sentence

e.g. Retention RATE of the audience increases 5 times

Incorporating animations

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Incorporating animations and transitions

Section 2

1

Key Elements for Your Presentation

2

Content Components for a Successful Presentation

3

Creating Impactful Graphs and Charts

Content Components for a Successful Presentation

How to organise your presentation

1 Start with your name and logo (if applicable). Use high-quality images, charts, and graphs to support your key points and make complex information more digestible.



2 Clearly state the problem, you are solving and how it meets a market need, using images or diagrams. Start with your business's mission, vision, and unique value proposition.



3 Demonstrate the market potential of your business. Utilize market research and industry data to provide a solid foundation for your claims.



4 Demonstrate Your Product/Services: Make your idea stand out by creating a compelling story. Engage your audience and ensure your presentation leaves a lasting impression.



5 Highlighting key team members and their achievements is crucial, as investors invest in people as well as ideas. Showcasing a skilled team enhances your presentation and reinforces confidence in your project's potential.



6 Highlight your business plan and potential, including short-term goals like current market share, revenue model, and financial breakdown with pricing tiers and projections. Address potential risks with mitigation strategies to ensure investor confidence.



7 Your pitch marks the start, not the end, of a conversation. Strengthen it by focusing on essential details, avoiding unnecessary content, and allowing ample time for questions. Also, be ready to respond effectively to questions.



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Section 3

1

Key Elements for Your Presentation

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Content Components for a Successful Presentation

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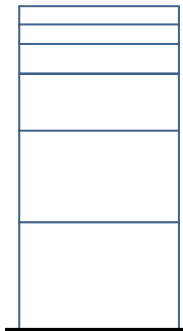
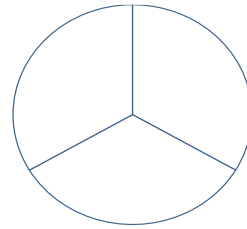
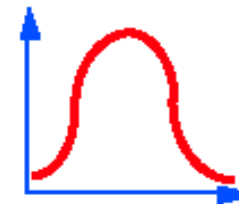
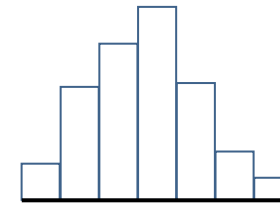
Creating Impactful Graphs and Charts

- i. Creating graphs based on the data
- ii. PowerPoint Toolbars

Creating graphs based on the data

Each type's structure suits specific data visualization needs for clarity and insight

- ✓ Pie charts show proportions
- ✓ Stacked bar charts compare categories
- ✓ Histogram display distributions
- ✓ Line charts depict trends over time or continuous data

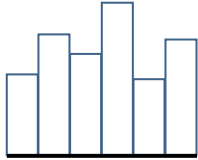
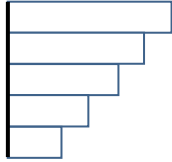
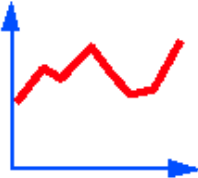
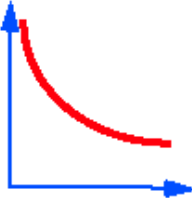
Structure**Composition****Distribution**

Creating graphs based on the data

Quantitative charts compare values

- ✓ Bar Chart (Grouped or Stacked): Useful for comparing data across different time periods or categories, with bars representing discrete time intervals.
- ✓ Line Chart: Shows trends and variations over time with continuous data points connected by lines, or where the proximity of lines can indicate correlation strength..
- ✓ Horizontal Bar Chart: Similar to a bar chart but with bars extending horizontally, useful when labels are lengthy or for a different visual impact.
- ✓ Dot Plot: Shows rankings using dots or markers along a single axis, emphasizing the position of each item relative to others.
- ✓ Scatter Plot: Displays points that represent paired data points on a horizontal and vertical axis, ideal for showing the relationship and direction (positive, negative, or none) between variables.

Performance

Time series	Ranking	Correlation
		
		

Creating graphs based on the data

The purpose of graphics is to support a message. How would you present the following data set?
(1/2)

Use of electronic components in ships - Europe

	1985	1995
	100%	100%
Navigation systems	30%	60%
Communication systems	35%	70%
Engine control	25%	55%
Propulsion systems	20%	50%
Safety systems	40%	70%
Lighting systems	30%	60%
Power generation	25%	50%
Automation and control systems	15%	45%
Value	\$220m	\$750m

Creating graphs based on the data

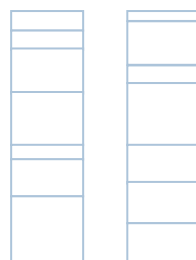
The data can be effectively displayed using bar charts (2/2)

Identify the message

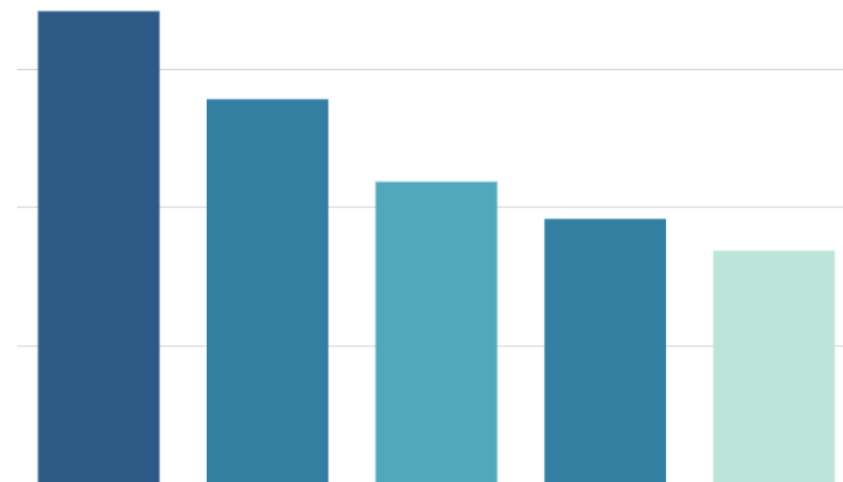
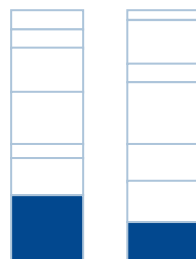


The share represented by safety systems increased by $\frac{3}{4}$ from 1985 to 1995, rising from 40% to 70%

Choose the right chart type



Emphasize the message



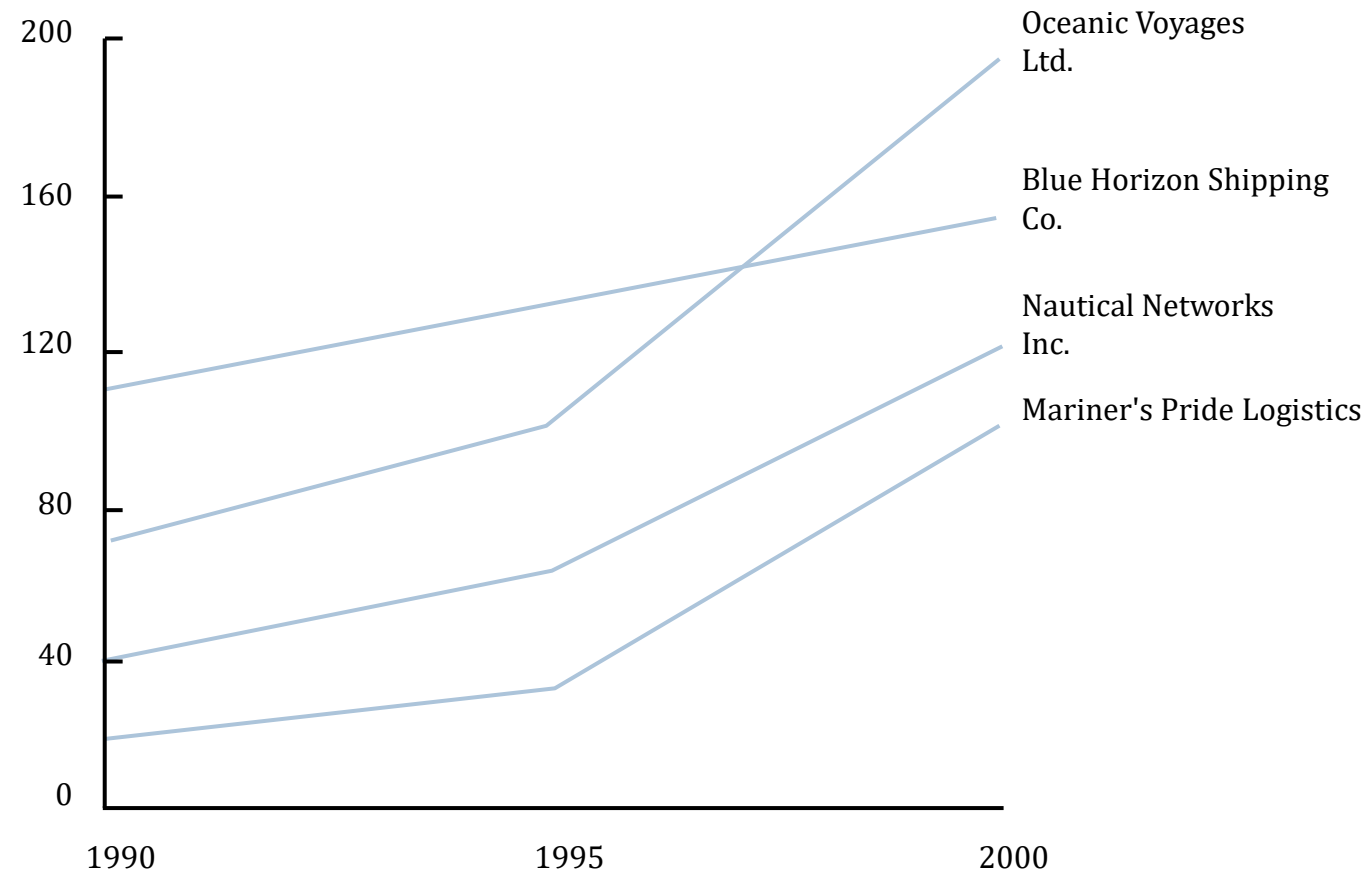
Creating graphs based on the data

**Studying numbers requires time and concentration while a chart is more revealing than numbers.
What would be the most effective way to present the following set of data? (1/2)**

Sales evolution (M€)			
Companies	1990	1995	2000
Oceanic Voyages Ltd.	70	100	195
Blue Horizon Shipping Co.	110	130	150
Nautical Networks Inc.	20	30	90
Mariner's Pride Logistics	40	60	120

Creating graphs based on the data

An effective way to present the following set of data would be using line charts (2/2)



Creating graphs based on the data

Quantitative charts illustrative ideas & concepts. How can the following concepts be represented visually?

Flow

Organization

Planning

Matrix

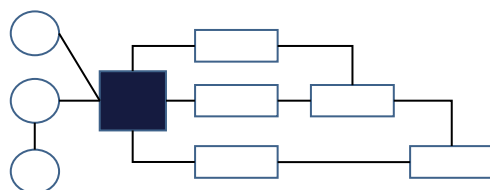
Positioning

Location

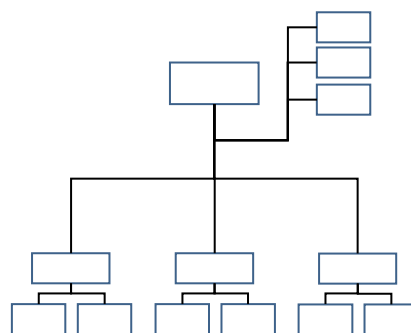
Creating graphs based on the data

...the following concepts can be depicted as follows:

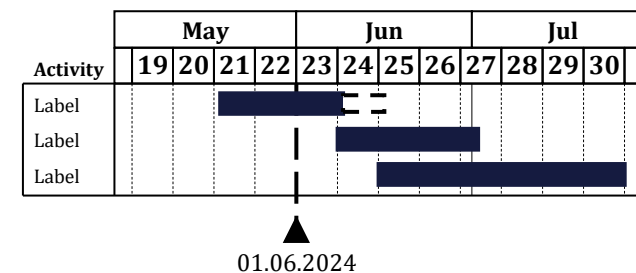
Flow



Organization



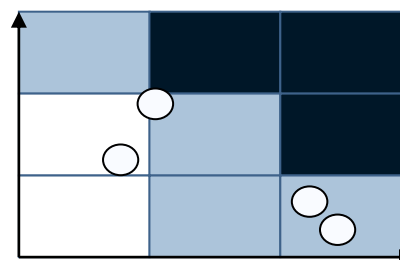
Planning



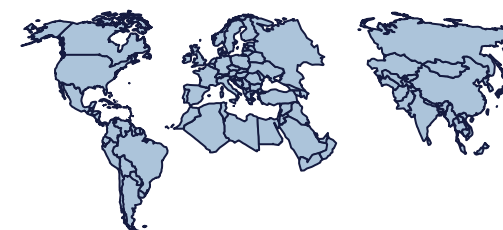
Matrix

Xxxx				
Xxxx				
Xxxx				
Xxxx				
Xxxx				

Positioning



Location



Creating graphs based on the data

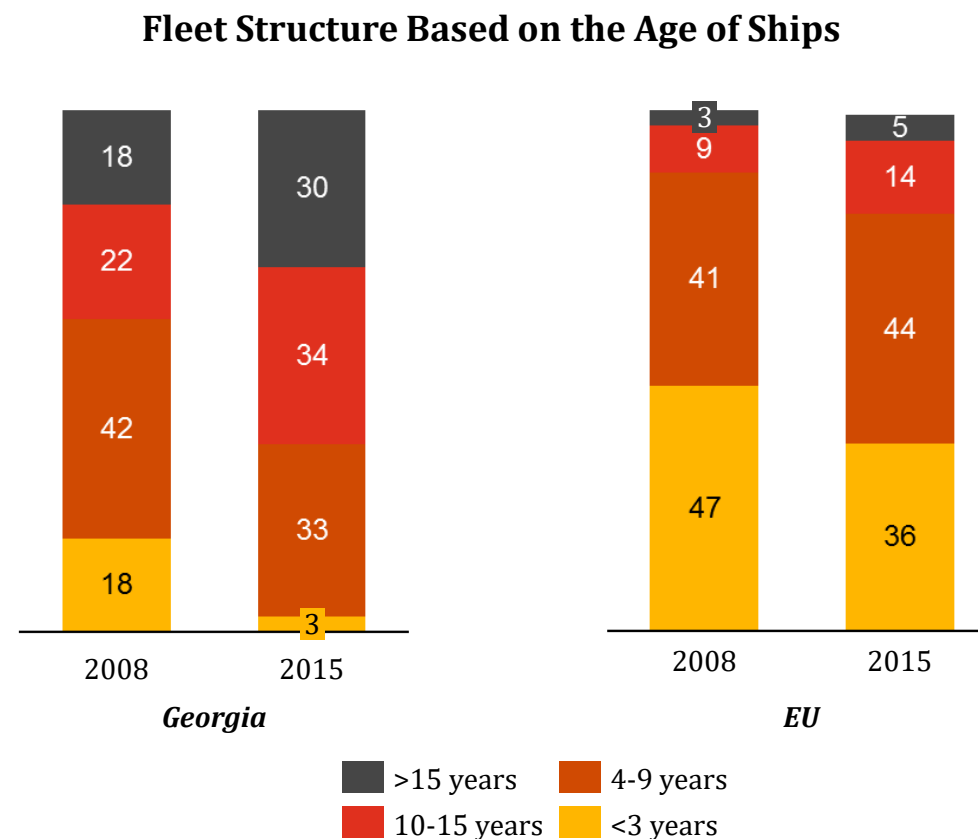
Composition – How you would represent the following data?

Fleet Structure Based on the Age of Ships		
Georgia		
	2008	2015
<3 years	18	3
4-9 years	42	33
10-15 years	22	34
>15 years	18	30
EU		
	2008	2015
<3 years	47	36
4-9 years	41	44
10-15 years	9	14
>15 years	3	5

Creating graphs based on the data

Composition - Stacked bar charts

Fleet Structure Based on the Age of Ships		
Georgia		
	2008	2015
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4-9 years	42	33
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	2008	2015
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10-15 years	9	14
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Creating graphs based on the data

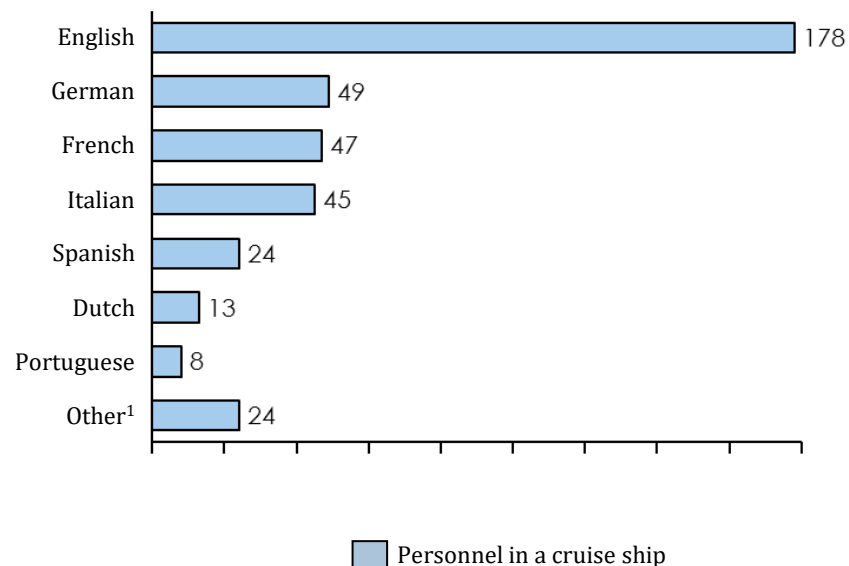
Ranking and Distribution - How would you present the following data set?

Language Frequency (2013-2018) among personnel in a cruise ship	
English	178
German	49
French	47
Italian	45
Spanish	24
Dutch	13
Portuguese	8
Other	24
Total	388

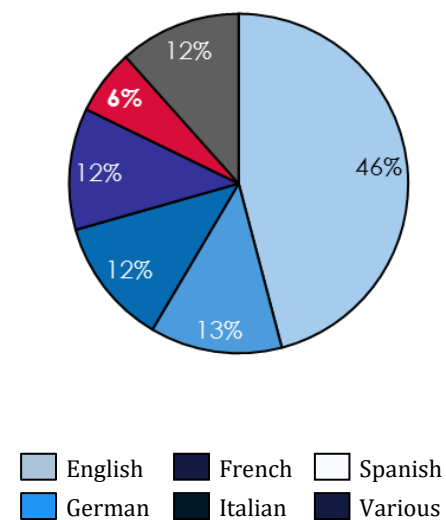
Creating graphs based on the data

Ranking and Distribution - Horizontal Bar Chart and Pie Chart

Language Frequency (2013-2018)



Share of Foreign Languages in cruise ships



Creating graphs based on the data

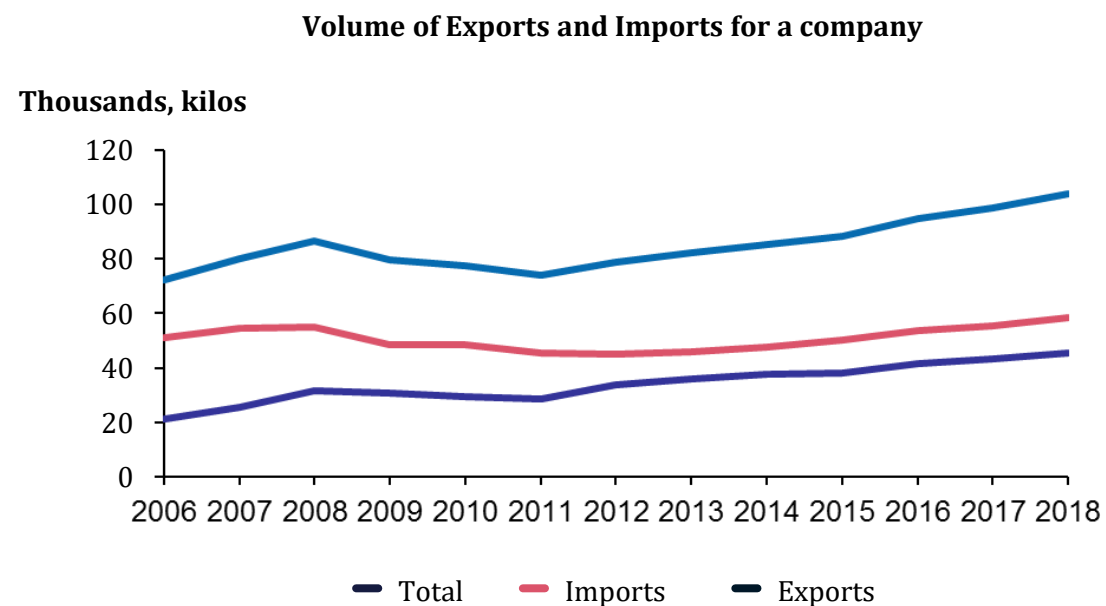
Time Series – How might you display the following set of data?

Volume of Exports and Imports for a company		
	Exports (thousands, kilos)	Imports (thousands, kilos)
2006	21	50
2007	27	51
2008	30	48
2009	35	45
2010	33	46
2011	37	43
2012	39	42
2013	40	42
2014	41	44
2015	42	46
2016	43	48
2017	44	51
2018	45	53

Creating graphs based on the data

Time Series – Line Chart

Volume of Exports and Imports for a company		
	Exports (thousands, kilos)	Imports (thousands, kilos)
2006	21	50
2007	27	51
2008	30	48
2009	35	45
2010	33	46
2011	37	43
2012	39	42
2013	40	42
2014	41	44
2015	42	46
2016	43	48
2017	44	51
2018	45	53



Creating graphs based on the data

Scatterplot - How might you display the following set of data?

	Operating Costs (Thousands of euros)	Profit Margins (Thousands of euros)
Energy Conversion	50	80
Waste Processing	25	50
Waste Collection	10	15
Green transportation	20	40

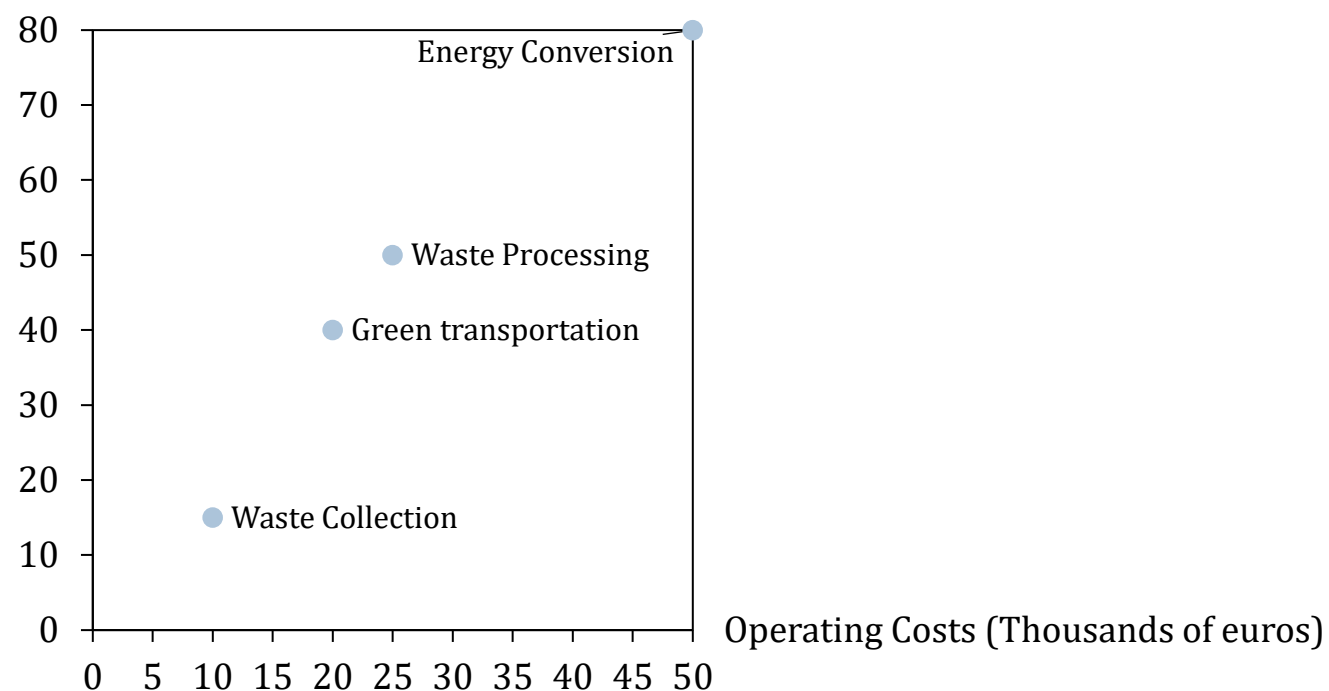
Creating graphs based on the data

Scatterplot

Financial Analysis of Revenue Streams

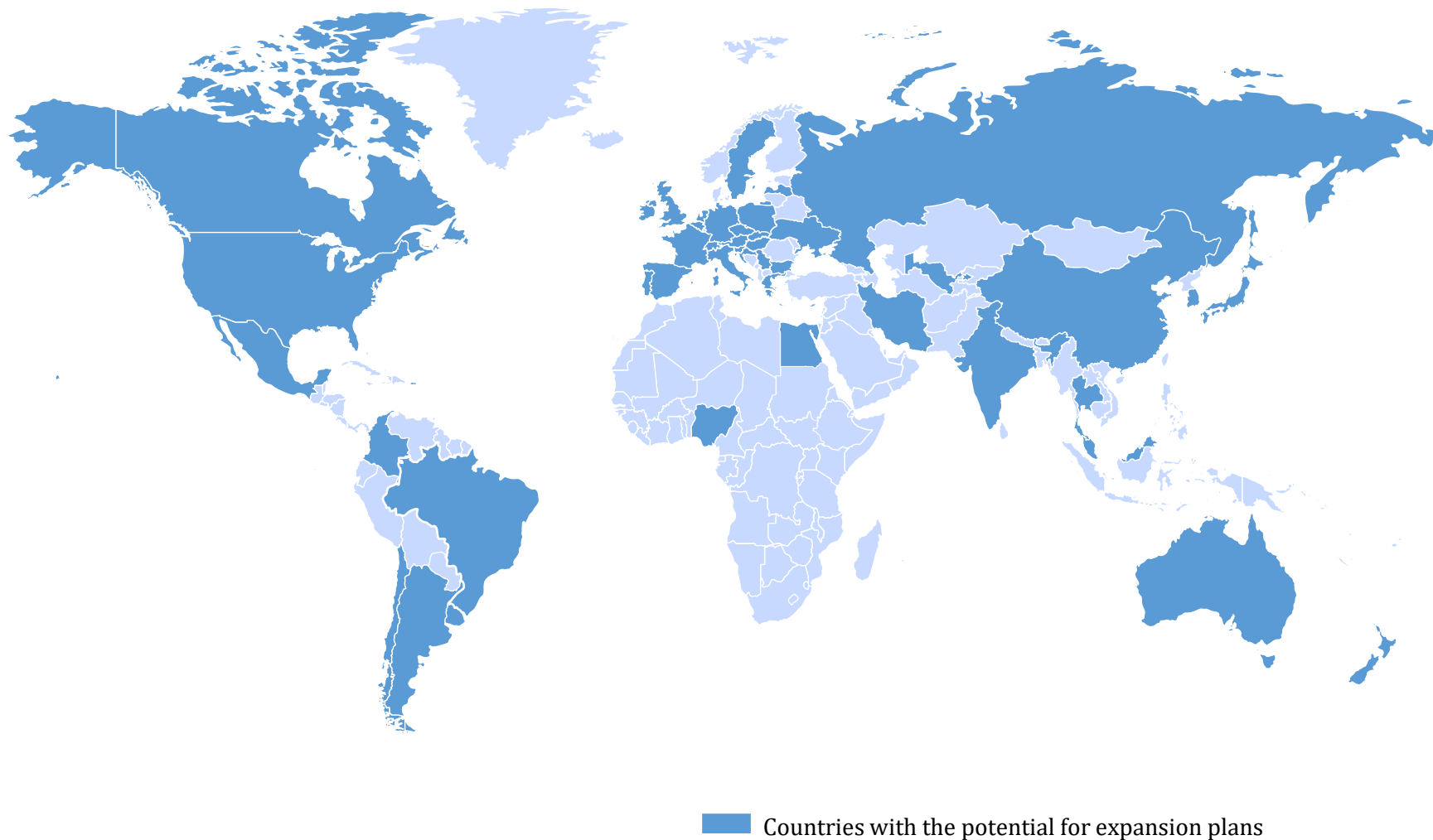
Profit Margins (Thousands of euros)

	Operating Costs (Thousands of euros)	Profit Margins (Thousands of euros)
Energy Conversion	50	80
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Creating graphs based on the data

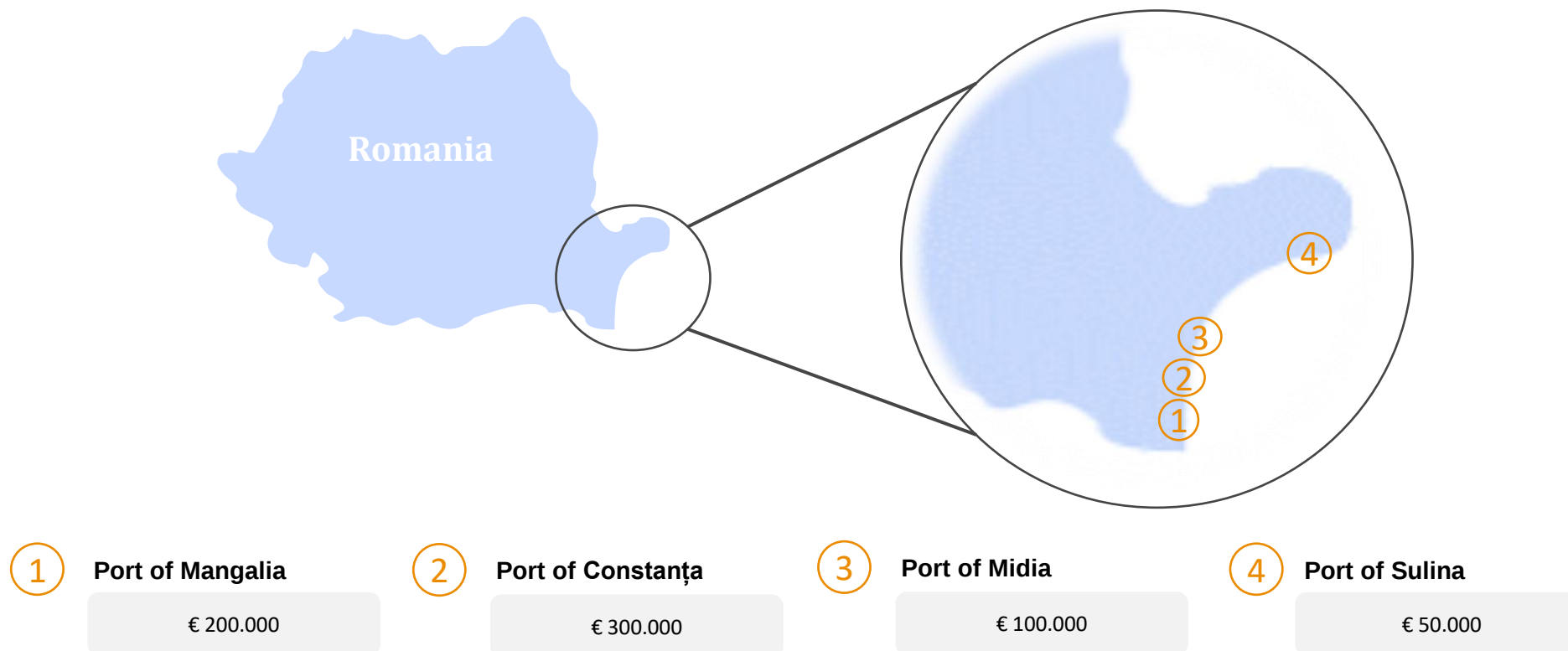
Map #1



Creating graphs based on the data

Map #2

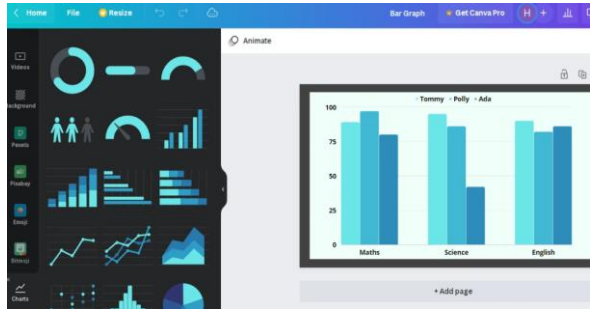
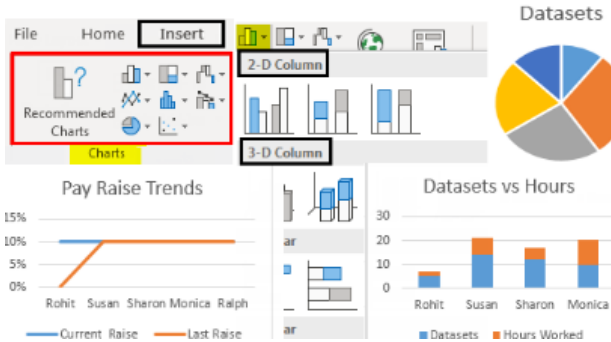
Map Revenue Streams



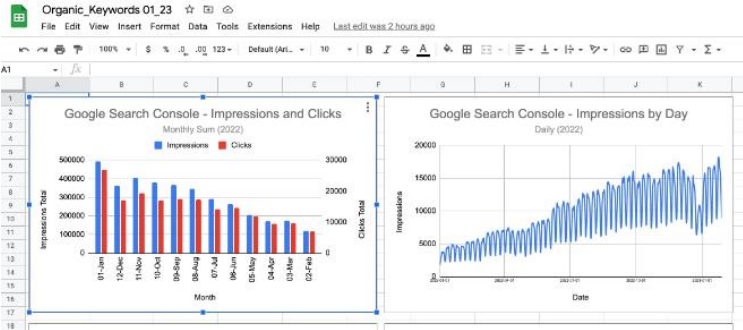
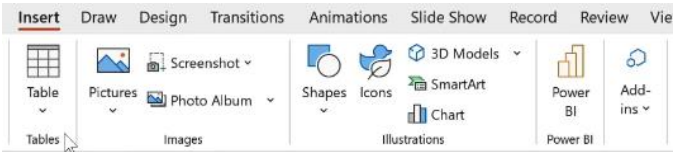
Creating graphs based on the data

Tools to use for graphs

think-cell



Power BI Desktop



Section 3

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Key Elements for Your Presentation

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Content Components for a Successful Presentation

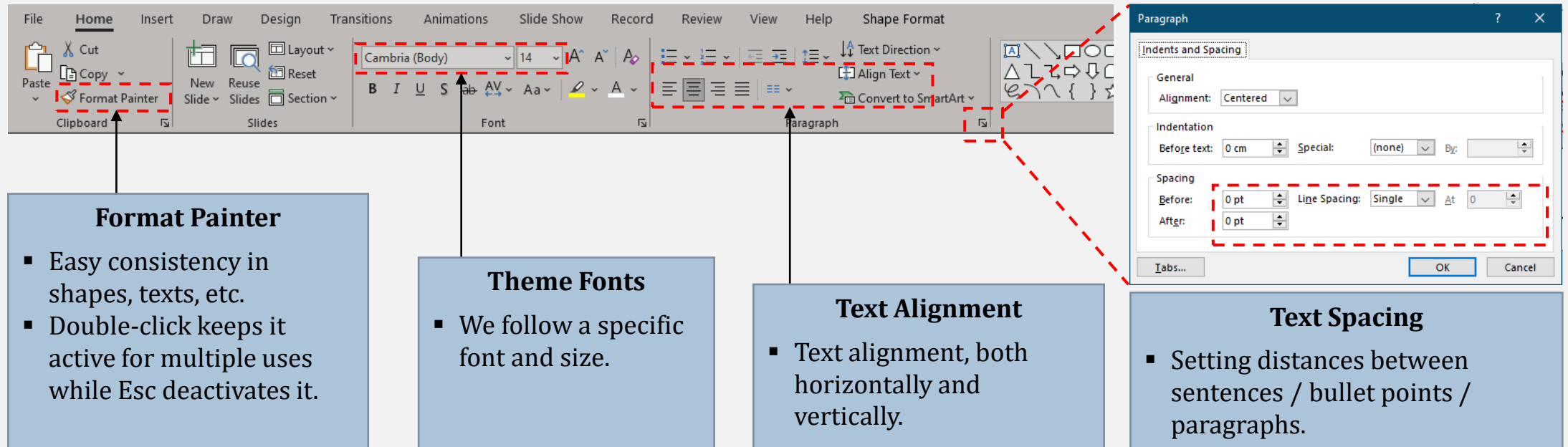
3

Creating Impactful Graphs and Charts

- i. Creating graphs based on the data
- ii. PowerPoint Toolbars

PowerPoint Toolbars

PowerPoint Toolbars: Home



The image shows the PowerPoint Home ribbon with several groups of icons. Red dashed boxes highlight specific areas: the Clipboard group (containing Paste, Copy, and Format Painter), the Font group (containing font face, size, bold, italic, underline, and color options), the Paragraph group (containing alignment, bullet points, and numbering options), and the Paragraph dialog box (which is open and shows settings for alignment, indentation, and spacing). Arrows point from the Format Painter icon to the 'Format Painter' box, from the Font group to the 'Theme Fonts' box, from the Paragraph group to the 'Text Alignment' box, and from the Paragraph dialog box to the 'Text Spacing' box.

Format Painter

- Easy consistency in shapes, texts, etc.
- Double-click keeps it active for multiple uses while Esc deactivates it.

Theme Fonts

- We follow a specific font and size.

Text Alignment

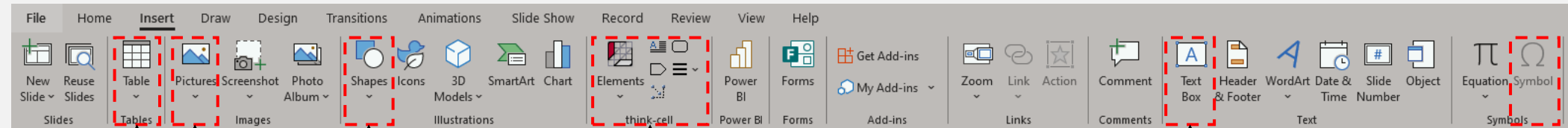
- Text alignment, both horizontally and vertically.

Text Spacing

- Setting distances between sentences / bullet points / paragraphs.

PowerPoint Toolbars

PowerPoint Toolbars: Insert



Think-cell: Create graphs

Tables

- Insert a table with as many rows and columns as you choose.

Pictures

- Insert images stored on your computer.

Shapes

- A wide variety of shapes into which you can insert text.

Text Box

- Insert text

Symbol

- A wide variety of symbols ($\checkmark$, $\times$, € , £ , $\geq$, $\leq$).
- Activated when you are "inside" text.

PowerPoint Toolbars

PowerPoint Toolbars: Shape Format (it appears as a tab on the toolbar when you have a shape selected)

The image shows the PowerPoint ribbon with the **Shape Format** tab selected. The ribbon includes sections for **Insert Shapes**, **Shape Styles**, **WordArt Styles**, **Accessibility**, **Arrange**, and **Size**. A red dashed box highlights the **Arrange** and **Size** sections. Below the ribbon, four callout boxes provide details:

- Eyedropper**
 - It 'steals' the color from wherever you select and temporarily applies it.
- Slide Layers**
 - It allows you to select the layer level of each shape relative to others.
- Align Objects**
 - Right, left, top, bottom alignment, inverted
 - Uniform distribution horizontally & vertically
- Group Objects**
 - Grouping shapes.
 - Assists in further formatting them as a whole.

The **Size** section is also highlighted with a red dashed box and includes a callout box:

- Size**
 - Selection of dimensions for each selected shape

PowerPoint Toolbars

PowerPoint Toolbars: Table Design & Layout (they appear as tabs on the toolbar when you have a table selected)

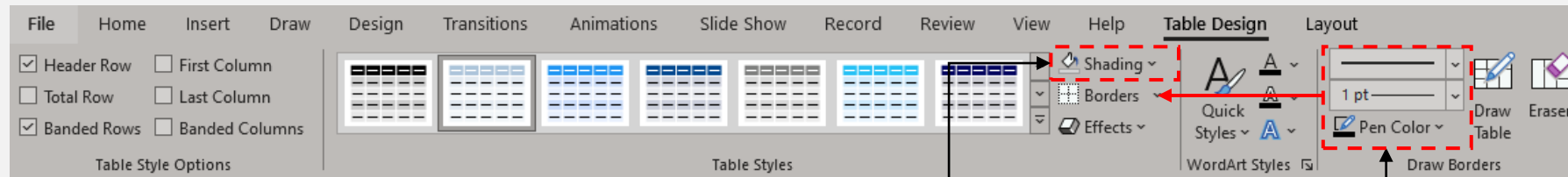
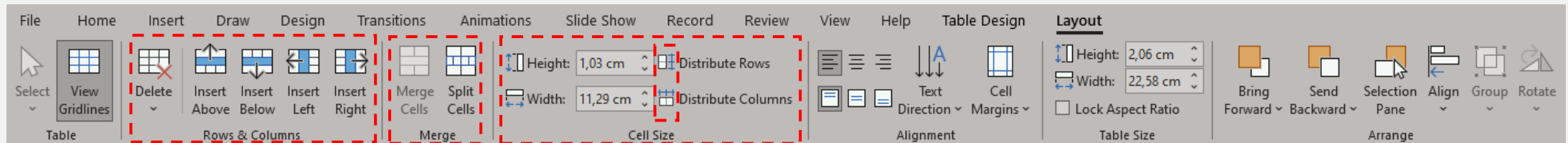


Table Cells Shading

- Selecting color for the selected cells of the table

Table Borders

- Selecting color and border style for tables



Rows & Columns

- Delete row or column.
- Insert above, below, right, & left of the selected cell.

Split or Merge Cells

- Merge or split selected cells.

Cell Size

- Change in height / width of cells
- Uniform distribution

PowerPoint: Bonus Shortcuts

In selected text:

❖ **Ctrl + C** → Copy

❖ **Ctrl + X** → Cut

❖ **Ctrl + V** → Paste

❖ **Ctrl + A** → Select all

❖ **Ctrl + B** → Bold

❖ **Ctrl + U** → Underline

❖ **Ctrl + I** → Italic

❖ **Ctrl + D** → Duplicate selected (shape or slide)

❖ **Shift + Object** → Move selected items in the same line (up or down)

❖ **Ctrl + Shift + Object** → Duplicate selected items on the same line (above or below)

❖ **Ctrl + Shift + (+)** → Superscript text



Kantor

Kantor Management Consultants is a European strategic, innovative, hands-on consultancy, committed to providing top-notch and bespoke advisory services. We address complex client problems in major sectors of the economy. Kantor effectively transfers global knowledge and expertise, to address local needs.

Get in touch

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