

## Concise Communications Exercises

(Updated: June 16, 2017)

One of the most helpful written communication tools you can develop is a simple three-slide presentation.

- 1) Slide 1: Concept - providing a concise statement of your premise (or possibly what you're going to ask for), your key value proposition (or why what you're going to ask for "makes sense"), and the upside of your proposition.
- 2) Slide 2: Key Questions - stating each of the key issues you're going to address and resolve to demonstrate the viability of the business concept you're proposing.
- 3) Slide 3: Support Required / Next Steps - indicating the different types of support (networking contacts, information, investment funds, etc.) you're going to need, and the next steps you're intending to take.

### Concise Three-Slide Format

**Slide 1: Concept** - premise, value proposition, upside

**Slide 2: Key Questions** - issues to be resolve to demonstrate the viability of the business concept

**Slide 3: Support Required / Next Steps**

A concise presentation featuring these three slides will be sufficient to provide key stakeholders with enough useful information to determine whether they intend to support your venture . . . and *then* ask for more details.

### Exercise 1: Cajun Coastal Restoration Three Slide Presentation

Here is Cajun Coastal Restoration (CCR's) Vision Description.

As the entrepreneur behind CCR, this vision statement describes what you *want* to achieve. But there are so many unknowns.

- Can you find the talent necessary to develop and maintain the systems that give CCR a differentiating advantage?
- Will large corporations and government entities give your new venture a chance to help them on large remediation projects that have to be done right the first time?
- Can your upstart company compete successfully against established multi-national environmental consulting firms?

#### Example of a Vision Description: *Cajun Coastal Restoration (CCR)*

Cajun Coastal Restoration (CCR) will provide technologically-advanced environmental consulting and restoration services that protect Louisiana communities and businesses.

CCR recommendations will be scientifically-advanced, financially-sound and locally-popular.

CCR's homegrown team members will utilize proprietary social media tools as two-way communication networks with the communities they know and love. These tools will enable CCR to: 1) determine dynamic coastal ecosystem conditions; 2) document environmental damage; and 3) develop restoration solutions that local stakeholders will embrace.

Corporate and government clients will use CCR when they want low-cost, high-impact, and shovel-ready solutions to remediate damage to Louisiana's coastal treasures.

You're going to need lots of support - investors who can give you the \$5 million in launch capital you'll need over the first three years (\$3 million immediately), as well as the industry contacts and wise counsel a new venture always needs.

You'll be able to create milestones - like "key app launched," and "first contract signed," and "\$1 million in annual revenue," and "\$5 million in project backlog" - that will enable investors to track the progress of CCR versus its plans.

***Please develop a three slide presentation for an introductory meeting with an investor scheduled for next Monday.***

**Exercise 2: Subway Franchise Three Slide Presentation**

You love Subway subs (and salads!) so much, you've decided to buy a franchise.

You've gone online to research Subway: <http://www.subway.com/en-us/ownafranchise/franchisingfaqs>

You are committed to investing the sweat equity necessary to get this venture launched. If - *when* - you're successful with your franchise, you plan on opening many more, until you have a mini-conglomerate of Subway restaurants.

You've worked in different restaurants during the summers in high school. Your school has a Culinary program where you can earn your ServSafe certification. You're ready to go.

All you need is money.

***Please develop a three slide presentation for an introductory meeting with an investor scheduled for next Monday.***

**Exercise 3: Acquire an Existing Handyman Franchise Three Slide Presentation**

You earned NCCER Core in high school and enjoyed working with hand tools. You've worked on a construction site, but would prefer to own your own business. You also are young enough that you're not comfortable with the thought of starting up a business from scratch.

One of your friends told you about a Handyman franchise available for sale where you live.

You've researched Handyman: <https://franchiseopportunity.handymanconnection.com/become-an-owner/-section4>

You've noticed there is an online tool that you can use to determine whether or not you can afford to buy the franchise: <https://app.guidantfinancial.com/Partner/Prequal/GetByName/handyman-connection-david-brand/>

You've worked in different restaurants during the summers in high school. Your school has a Culinary program where you can earn your ServSafe certification. You're ready to go.

Using the name "Josh Smith" . . . the email "smith@gmail.com" . . . and the phone number (555) 555-5555 . . .

When the system asks: "Why do you need financing, Josh?" select "To buy an existing business."

Enter the lowest value for retirement savings (you're only 22!). Enter a good credit score, since you've taken great care to protect your credit record. Let them know you'll need the funding within 6 months or so. Let them know that you'll need \$150,000 to invest, the minimum you think it will take to buy the business and keep it going, in addition to the \$65,000 you've saved from your summer, part-time and full-time jobs since you were 14.

Look at the funding options offered. Determine if one of these options is appealing to you, or if you'd prefer to find an investor in the community who will back you.

Funding Options
<b>SBA Loan</b> - can be funded in 2 - 5 months, interest rate of ~5%
<b>Unsecured Loan</b> - can be funded in weeks, interest rate of between 12 - 18%
<b>Angel Investor</b> - terms to be negotiated

***Please develop a three slide presentation for your business teacher that describes your plan to raise the funds necessary to purchase an existing Handyman franchise from the franchise owner.***

---

**Exercises 4, 5 and 6: Make an Elevator Speech**

To attract investors you should develop an “elevator speech” about your business proposal – a clear, concise and compelling way you can describe *in 30 seconds* your business concept to encourage potential investors to learn more.

Taking your three slide presentation, create and rehearse your elevator speech.

Be prepared to make your elevator speech to the class.