## Preparing for Presentation at Aunts & Uncles Gathering

Before the presentation, you are invited to join the Aunts & Uncles for a buffet dinner. This gives you a opportunity to meet people informally. After the dinner, the group sits in a circle and the advisor who recommended you will introduce you. Another entrepreneur will be presenting before or after you. It is not a competition. We hope to make loans to each of you. This is a very supportive community and the atmosphere is friendly and informal.

Below is a suggested outline for your presentation. You will not have any AV or other visual aid (aside from products or handouts you bring). The Aunts and Uncles are excited to hear your story. Being concise is important. You are not expected to cover everything – give us the high notes. The group will have your application and other materials. We will follow your 10 minute presentation with questions, which gives us the opportunity to get more specific. Feel free to bring an outline to guide your remarks. If you have questions or need support in preparing, contact fund manager Inja Coates circleofauntsanduncles@gmail.com.

10 minute presentation. The times below are approximate to give you an idea.

1. 2-3 Minutes: Short Introduction - Give us a quick snapshot of you and your business. Why did you start your company? What jobs/training did you have to prepare you to run this business? What is the mission of your company and how does this express your values as a person?

2. 2-3 Min – short business overview. Who are your customers? How are your sales trending? Any key partners/customers? Give us a very short overview of your operations and successes to date.

3. 1-2 Minutes: How much are you requesting for the loan and exactly what will you use the loan money for?

4. 1-2 Minutes: How will the loan increase sales and/or reduce costs to improve your business and enable you to pay the loan back?

5. 1 Minute: Only if applicable, explain any issues with your financials or situation that might need clarification. (items on P&L statements that may not be clear without explanation, other aspects of your situation that might need clarification)

6. 1 Minute: Final pitch as to how this loan will help the business add to our local economy and lead toward realizing your long term vision.