



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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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE, SDVOB, AND LBE SUBCONTRACTORS AND VENDORS
JFK New Terminal One—Piles Round 1 Project
 PANYNJ Contract
 Bid Date: April 21, 2022

Description of project:
 Construction of foundation elements for the New JFK Terminal 1 Project. Including tapertube piles, micropiles, drilled displacement piles, structural concrete for pile caps/gradebeams, and associated earthwork.

Many bidding opportunities are available: waterproofing, piles, micropiles, tapertube piles, drilled displacement piles, concrete, core drilling, rebar, excavation/backfill/earthwork, trucking, contaminated soil disposal, fills, haul and dispose, support of excavation, dewatering, trailers.

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 COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE AND SDVOB SUBCONTRACTORS AND VENDORS
Construction of New Canal Street Substation on the 8th Avenue Line Project
 MTA Construction and Development Contract No. P-36708
 Bid Date: April 28, 2022

Description of project:
 The work to be performed under this contract includes the construction of a new underground substation located at the intersection of Thompson Street and 6th Avenue, in the Borough of Manhattan. The scope of the work is summarized as follows:

- Construction of a below grade steel reinforced substation together with all ancillary facilities including ventilation flues, ingress / egress stairways and connections to the tracks. The substation shall be equipped with power transformers / rectifiers, ventilation equipment, supervisory, control and communications systems, and all associated cables.
- Installation of a new PLC cabinet at the Greenwich Substation for a SCADA upgrade at the Greenwich Substation and for integration of the Canal Street and 28th Street Substations into NYC Transit Zone 6, and the Command Center at 53rd Street. Connections between the substations shall be via fiber optic and control cables through existing manholes.
- All requisite surface restoration work, including restoration of the Grand Canal Court.

Many bidding opportunities are available: progress photos, pest control, cpm scheduling, rebar supply and installation, crack and spall repair, survey, instrumentation and monitoring, masonry, structural steel, miscellaneous metals, waterproofing, doors, painting, tile, toilet accessories, plumbing, HVAC, hatches, cleaning, H+D soils, arborist, electrical, communications, mpt supplies, fencing, testing and inspections, dumpsters, asphalt concrete paving, curbs and sidewalks.

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IS SOLICITING BIDS FROM DBE SUBCONTRACTORS AND SUPPLIERS
Reconstruction of Williamsburg Bridge and Miscellaneous Rehabilitation Project
 NYC DOT Contract No. 84122MBBR501
 Bid Date: May 3, 2022

Subcontracting opportunities include but are not limited to bearings, civil general contracting, concrete, construction engineering, CPM scheduling, drainage, electrical, fencing, fire standpipe, field office, fuel, haul and dispose, highway lighting, office trailer fit out, MPT, paint, pavement markings, structural steel fabrication, saw cutting, signs, surveying, trucking, and waterproofing. 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/VENDORS FOR THE
Design-Build Services for Improvements on the Flushing Line Project
 MTA Construction and Development Contract No. A-46030
 Bid Date: May 5, 2022

Description of project:
 The work under the terms of contract A-46030 includes state of good repair improvements at the 61st Street—Woodside Station, replacement of existing escalators at the 61 Street—Woodside Station and the 74th Street—Broadway Station and stripping and painting and the repair of structural defects between 48th Street and 72nd Street in the Borough of Queens.

Many bidding opportunities are available: mechanical, HVAC and control system, electrical, electrical distribution system, communication work, instrumentation and control work, plumbing, fire protection, survey, temporary platforms, scaffolding, stair towers, borings, water work and service connections, drainage, station drainage, track drainage, curb and sidewalk, demolition (architectural and structural), painting, surface cleaning for painting, signage, miscellaneous metals, stairs, railings, guardrails, ladders, gates, metal canopies, catwalks, escalators, roll up / sliding grilles, trim work, access panels / doors, storefront, concrete topping slabs, firestopping, caulking, rough carpentry, doors and hardware, glazing, tile, VCT, gypsum board, division 10, porcelain enamel panels, FRP, precast concrete, detectable warning panels, platform rubbing board, expansion joints, benches, trash receptacles, sandboxes, refuse enclosures, waterproofing, customer information centers, bird deterrent systems, security mirrors, MTA artwork, structural steel, shielding, platform windcreens, concrete crack repairs, concrete spall repairs, structural steel repairs, structural health monitoring, water leak repairs, grout, rainscreen, track basket replacement, trackwork, track components (anchors, clips, etc.), track ties, track rail, traction power, signal work, CBTC, environmental work, mercury containing removals, PCB removals, lead paint removal, H and D, painting, abatement of bird droppings, asbestos, commissioning, field office furniture, field office computers / equipment, office cleaning, dumpsters, temporary power and lighting, photos, toilets, con ex boxes, CPM schedule, site security, precast barrier, temporary fencing, vibration monitoring, pest control, testing and inspections.

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Capital Project Wards Island Wastewater Resource Recovery Facility
Reconstruction of Primary Tanks
 NYC DEP Contract No: WI-284
 Bid Date: May 5, 2022

Description of project:
 Wards Island Wastewater Resource Recovery Facility (WRRF) is located in the borough of Manhattan on Wards Island. Contract WI-284 consists of multiple elements of work necessary to reconstruct/rehabilitate 10 existing primary settling tanks consisting of 5 passes each.

Many bidding opportunities are available: paving, curb and sidewalk, CPM scheduling, progress photos, pest control, demolition, hydro-demolition, spill repair and crack repair, sawcutting, structural concrete, rebar supply and installation, survey, masonry, miscellaneous metals, roofing, doors, mechanical pumps and equipment, HVAC, hazardous material removals, piping, electrical, instrumentation and control.

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



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IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED DBE SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS
Raritan River Bridge Replacement Project Contract No. GC.02
in the boroughs of Perth Amboy and South Amboy, Middlesex County, New Jersey
 New Jersey Transit IFB No. 19-018XR
 Bid Date: May 19, 2022

ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Friday, May 13, 2022.
 For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to solicitations@tutorperini.com or contact Jackie Cotto at 914-739-1908. Come and join our team!

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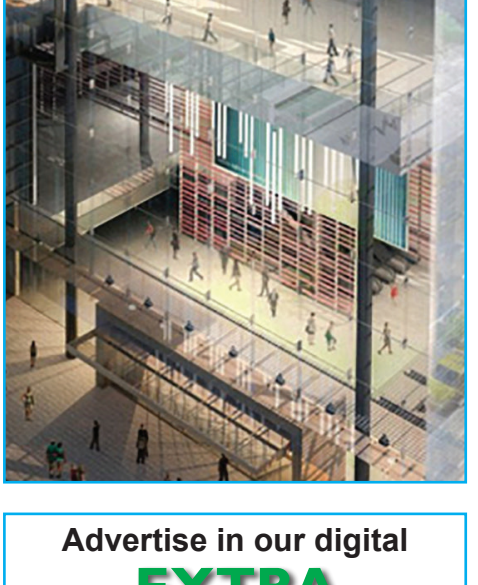
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IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS
Raritan River Bridge Replacement Project Contract No. GC.02
 New Jersey Transit IFB No. 19-018XR
 Bid Date: May 19, 2022

Subcontracting opportunities include but are not limited to civil general contracting, concrete, construction engineering, CPM scheduling, demolition, electrical, fender piles, field office, fuel, office trailer fit out, miscellaneous metals, paint, pavement markings, structural steel fabrication, rebar, saw cutting, signs, surveying, trucking, waterproofing, work boats, and tugs. Please see contract documents for further opportunities.

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



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AirTrain Newark Replacement Project in the cities of Newark and Elizabeth, New Jersey
 PANYNJ RFP No. 70027
 Bid Date: May 26, 2022

ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Thursday, May 12, 2022.
 For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to solicitations@tutorperini.com or contact Jackie Cotto at 914-739-1908. Come and join our team!

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NORTHEAST EVENTS FOR YOUR BUSINESS

2022

How SBA Can Help Your Business Succeed
 Wednesday, April 27, 2022, 1:00 pm-2:00 pm Online
 Main Sponsor(s): US Small Business Administration, Contact: George Tapia, 610-382-3086, george.tapia@sba.gov
 Fee: Free; registration required

Learn about the SBA's lender match; readiness is all; financing programs including loans: 7(a), 504, microloans, international trade loans, surety bonds; grants for research and development, investment capital, disaster assistance and grants; business education/one-on-one counseling through SCORE, SBDC, and WBC; government contracting assistance that helps you start and grow your business. Presenter: Ms. Man-Li Lin, Economic Development Specialist, US Small Business Administration New York District Office. For access to registration, please visit <https://www.sba.gov/events/1706368>

Selling to the Federal Government Webinar
 Thursday, April 28, 2022, 1:00 pm-4:00 pm Online
 Main Sponsor(s): US Small Business Administration Contact: George Tapia, 610-382-3086, george.tapia@sba.gov
 Fee: Free; registration required

Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register on line at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning correctly prior to attending the scheduled class.

SBA and SOS Monthly Webinar
 Thursday, May 5, 2022, 9:00 am-11:00 am Online
 Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov
 Fee: Free; registration required

Starting a new business? Looking for capital and finance options? Looking for general advice on starting or maintaining your business? Hear from representatives from the local SBA office and the New Hampshire Secretary of State Corporation Division. This workshop (currently held online during the pandemic) is offered on the first Thursday of every month. To join this free webinar, copy and paste the link below into your browser, then register for tickets for the date of your choice to receive the access code. <https://www.eventbrite.com/e/secretary-of-state-quickstart-and-small-business-administration-programs-tickets-262004180557>

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