



**Tuesday, October 27, 2009**

**8:30 am – 9:00 am**

(Registration, Networking & Continental Breakfast)

**9:00 am – 3:00pm**

(Workshop – Lunch provided)

**Rutgers Camden Business Incubator  
Waterfront Technology Center  
200 Federal Street, Suite 120  
Camden, NJ 08103**

*Register to attend:*

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## **How to Present your Business: Secrets of Good Communication**

Don't miss this opportunity to learn how to successfully present your business to investors. Learn how to structure and deliver winning presentations to investors including angels, venture capital, and other secrets of waging successful funding campaigns. If you haven't presented to investors before, or if you have and *didn't* get what you wanted, this workshop is for you.

### **Learn:**

- What you must say in the first 60 seconds to win your audience's attention
- The critical questions you must answer in the first 10 minutes
- How to cover your business plan in ten minutes - without rushing
- What investors are really thinking when you present
- The ten reasons investors say "no"
- How to use PowerPoint to make your message memorable and clear
- How to close for that all-important second meeting with investors

### **Who should attend?**

- Entrepreneurs
- Start-up companies
- Any company preparing to pitch for investment capital
- Advisors who work with these companies



**Steve Bowman**, the "Pitch Doctor" and President of BizClarity, is a veteran teacher, writer, presentation coach, and leading expert in the art of the venture investment pitch. Steve holds a Harvard degree, taught business communications at Wharton, and has coached hundreds of companies to make persuasive presentations for profitable results. [www.BizClarity.com](http://www.BizClarity.com)