

<https://www.slideshare.net/LiangLiu31/ofo-liuliang/1>

<https://www.slideshare.net/ChienMinSoh/wayfair-company-presentation/1>

<https://www.slideshare.net/ShahidAhmad43/company-presos-apple>

<https://www.slideshare.net/secret/GQNihoJqd0rRQ0>

Why are these “good” –

- They took a DEEP DIVE into the company; they told the story BEHIND the story; they told WHY
- AND – they are visually interesting.
- Note: the format for a company preso has changed over time; but viewing last semester’s presentations will give you a sense of what goes into a company analysis preso.

Required Company Analysis Preso Template (slide order is not hard-and-fast – but pretty hard-and-fast)
(<slide number> <slide content>)

- 1 Title (company, your name, logo) – why did you chose this company???
- 2 Problem, Product, Persona (slide 2 can be 2 slides in actuality – remember: do not crowd too much info on one slide!)
 - 2a what **problem** does the company One liner format/elevator pitch format
 - 2b what **products** solve that problem/those problems? (give concrete examples)
 - 2c what **persona** does the company see as having the problem and needing their products?
- 3 Financial Info: Answer this question: Is the company profitable? (Yahoo Financials for public companies; privately held takes some Googling)
 - Include a graph of the GROWTH in sales, the GROWTH in customers; describe how the company has changed in terms of customers, revenue, profit, etc. **REMEMBER: do NOT put too much information on one slide, e.g., two graphs on one slide may even be too much info!**
- 4 Business model of the company – how does the company make money?
 - Again, a graph that shows the changes over time might be useful.
- 5 **SHORT** History of company – the KEY here is to include **KEY events** in the history of the company – don’t just list events – list the **KEY events** that help you tell YOUR story!!! (this “slide” may take 2-3 slides)
 - **Be sure to include a slide on the leadership of the company**, e.g., if the company is a start-up, who started it up? **And why?** If it is an established company, who is the CEO and who are the key people in the “C-Suite”?
- 6 What's **HOT** at the company; identify THE HOT product that exemplifies the company’s secret sauce, e.g., Apple’s secret sauce is design and its watch is HOT; **WHY IS THAT PRODUCT HOT?**
- 7 **Secret Sauce** (why is a company or its products special? e.g., Apple’s secret sauce is design and its watch is HOT.
 - NOTE: *YOU may want to give the secret sauce and then what’s hot – your call.*
- 8 **Competition:**
 - Put your company into a context: What **INDUSTRY** is the company in? What is the **ROLE** of the company in that industry (e.g., mover/shaker? Just milking? Or? E.g., Tesla is a mover/shaker, GM is just milking) **WHY is your company a mover/shaker**
 - Use a chart to compare/contrast major features of your company’s product with the product of other companies
- 9 **YOUR prediction:** will the company succeed or fail -- and **WHY**
 - **WHY** do you feel your company will succeed/fail.
- 10 **References – list the URLs or whatever you read – VERY IMPORTANT!**

Comments – how to make your company preso better: Ask – And Answer – WHY!

- **for EVERY statement** you make in your company presentation, **ask yourself the following question:**
- ***“self, **WHY** am I saying this? Does what I just said **support** my argument? WHY? WHY? WHY? See the examples below:***

Examples:

- "Netflix has taken on X millions in debt"
- **WHY** is that important to say? **HOW** does it further my argument that Netflix gets a thumbs up? What is "debt" and how does it impact a company?
- "in 2017, Uber brought on a new CEO"
- **WHY** is that important? What did the old CEO do to get fired? What does the new CEO bring to the table? Have you seen benefits from the new CEO already?
- "Epic does not want to go public"
- **WHY** is it relevant to tell us that Epic doesn't want to do an IPO... what is an IPO?