

May 5<sup>th</sup> 2008, 18:30-21:00 at IDC Herzliya

## Presenting for Results: Pitching to Investors

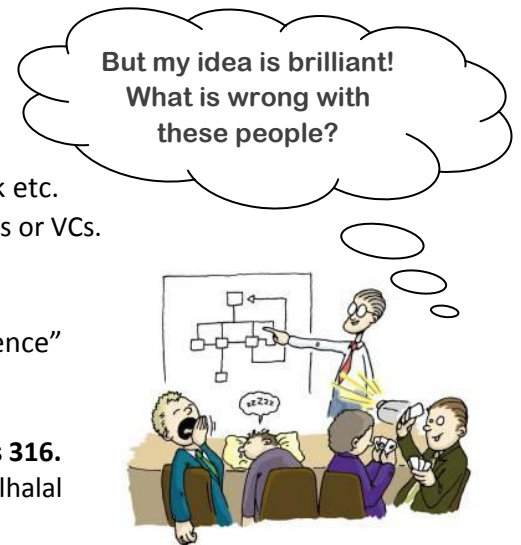
Are you an entrepreneur seeking to raise capital?

**Presenting for Results** is an interactive crash-course in creating effective presentations to investors. It's your preparation for achieving successful fundraising meetings and getting your message across to investors.

### You will learn to

- Deliver the key messages investors are looking for: Edge, business model, proof-of-concept, market feedback etc.
- Customize your presentation to your target audience: Angels or VCs.
- Present ideas and information persuasively
- Effectively use (and not abuse) PowerPoint
- Project knowledge with confidence, credibility and "presence"

May 5<sup>th</sup> 18:30-21:00 at IDC Herzliya, Arison School of Business class 316.  
Price 150 NIS. To reserve your place, contact Lior Student or Maya Elhalal



### Your Trainers



**Lior Student** is the **Israel Associate** for Sheerr Communication, an American communications skills firm. Lior provides training for companies ranging from entrepreneurs to large multinationals and VC's. Lior lectures at the Interdisciplinary Center (IDC) Herzliya's Arison School of Business and leads training internationally.

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**Maya Elhalal** is a seasoned new-media entrepreneur, a sought after consultant to both Internet investors and entrepreneurs and a lecturer in the Global Entrepreneurship MBA Program of the IDC Herzliya.

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### Workshop continues May 14, 21 with practice of your upcoming presentations

- Including video, playback, and individual feedback.
- Enhance your venture's value proposition and other business aspects
- Refine your presenting style or polish a particular upcoming presentation.
- Understand and effectively handle the critical dynamics of Q&A
- You will receive a personal CD with your videos, feedback and a manual.