



# PowerPoint Tips + Video From Morgan Stanley

**Binghamton Women in Finance**



# Agenda

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- Competition Schedule
- PowerPoint and Presentation Workshop
  - Presentation Structure
  - Presentation Formatting
  - Do's And Don'ts of PowerPoint
- Video From Morgan Stanley

# Competition Schedule

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## Meetings

- Tuesday, October 18<sup>th</sup> –  
Comparable Companies +  
Presentations Workshop
- Friday, October 28<sup>th</sup> – Round 1  
Presentations

## Deliverables

- Sunday, October 16<sup>th</sup> –  
PowerPoint Draft due
- Sunday, October 23<sup>rd</sup> – Excel  
Valuation Due

# Presentation Structure

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- Background information
  - Who is the company? What do they do? How have they performed?
- Main issues
  - Why industry?
    - External analysis and how it justifies your pitch (Opportunities / Threats)
  - Why this company?
    - Internal analysis and how it justifies your pitch (Strengths / Weaknesses)
- Catalyst
  - Pinpoint what will move the stock? What events/timing?
  - What is your price target?
- Risks
  - Where may you be wrong?
- Questions

# Presentation Formatting

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- Qualitative research supports the quantitative projections
- Don't have too much content on your slides (see next slide)
- Make aesthetically appealing
  - Use SmartArt
  - Limited use of:
    - Animations
    - Slide transitions
    - Abstract colors
- Place tables and useful calculations in an appendix
- Do not paste your whole model into a slide and walk through the whole thing

# Do's And Don'ts of PowerPoint

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- Do:
  - Use consistent formatting throughout
  - Have proper capitalization and grammar
  - Show data graphically
  - Highlight specific parts of data
  - Use a simple template
  - Know what is on the slide beforehand
  - Watch videos of other presentations
  - Add slide numbers
- Don't:
  - Read off the slide
  - Turn your back to the audience
  - Paste entire Excel Worksheet into the slide
  - Use humor within the PowerPoint
  - Scatter objects without aligning them
  - Place too much information on a slide
  - Use sounds and transitions
  - Put periods after bullets. ← don't do that

# Morgan Stanley Video

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# Case Updates!!

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- The final round of the case will be judged by Morgan Stanley professionals + will be followed by an exclusive networking session with them
- Additionally, they will be providing help sessions for semi-finalists and finalists on their Stock Pitches



# Deliverable 2

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- Create a draft PowerPoint with a brief company overview, industry overview, catalysts, and risks slides
- Due Sunday, October 16<sup>th</sup> at 11:59 PM
- Email to [bingwomeninfinance@gmail.com](mailto:bingwomeninfinance@gmail.com)
  - Subject line must be: Team [number] – Deliverable 2

# Thank You!

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## Questions?

Emails:

[bingwomeninfinance@gmail.com](mailto:bingwomeninfinance@gmail.com)

President: **Lauren Levine** | [llevine7@binghamton.edu](mailto:llevine7@binghamton.edu)

VP of External Relations: **Kaily Ishikawa** | [kishika1@binghamton.edu](mailto:kishika1@binghamton.edu)

VP of Operations: **Reina Amar** | [ramar1@binghamton.edu](mailto:ramar1@binghamton.edu)