



**United Nations**

Department of  
Economic and  
Social Affairs



**SDG  
Investment fair**

# Country Template



# Background

**A project presentation is invaluable to attracting the interest of investors. Three keys to a good presentation are:**

- What are you asking for? Clarity in what the business proposition is and what stage you are at
- Quality data: Your numbers should be comprehensive and support your key message
- **Brevity: It is very important not to lose the key message**

**The purpose of this template is to help you organize your data and thoughts to assemble an effective presentation for the SDG Investment Fair.**

**Remember you may have an excellent project that may help many and may be bankable, but the investors must believe this sufficiently well to investigate the investment project further.**

# What makes a good investor presentation

The setup: Gaining interest by addressing these key questions

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## What is your purpose of your project?

## What is the problem you are trying to address?

- Clean water, green energy, better healthcare, etc.
- Connect this to the SDGs for reference

## What is your solution to the problem?

- How the problem solves a significant problem

## Who is your team?

- The people will be governing, implementing, and operating this asset or enterprise

## What are the Financials?

- Why the investment is needed
- Why the business case makes sense and why the investor will profit

## How is risk mitigated?

- What you are doing to ensure success – procurement rules, guarantees, partners involved, etc.

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We recommend you use this index for your investment presentation



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SDG Alignment

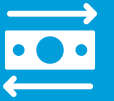


Conclusion/Takeaways



# Country Overview

## Why invest in your country?



### Macroeconomic highlights

- Background
- What makes a good investor presentation?

### Background of your country

- Key country stats

### Why choose your country/project?

- Market growth forecast
- Is there any government incentive (Provision of sovereign guarantees, Credit enhancements, Specific government incentives (tax, VAT, personnel, and others), etc.



# Executive Summary

**This opening section should include the most important aspects and yet make the reader and potential investor want to explore the more detailed project information.**

**Covered sections should include:**

- Brief summary of the project, including most important financials
- SDG Targets
- Problems addressed and what is the impact for the country





# Business Climate

## Key Points of the market



### Market information

- Details of the products and services that the project will deliver
- Analysis of the competitive landscape
- Market growth forecast

### Rationale targets



# Project Overview



## Business Case

- Explain why the project will succeed both financially and operationally.
- Why is the project needed in the marketplace, who will use it, how revenue will be earned.
- What is the use of proceeds and how will the investment help contribute to success.

## Structure

- What is the legal structure – PPP, debt, equity, bond, etc.
- List all the relevant partners in the transaction.
- Note your experience in successful developments of similar projects.
- If you have not yet chosen the project structure, explain why, and try to understand what type of structure investors are seeking and make certain it corresponds to your needs.





# Investment Details

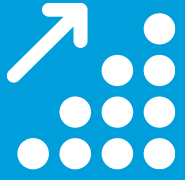


## Financial Projections

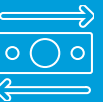
- How will the project generate financial returns?
- What is the revenue model?
- Budget breakdown

## Economics and returns

- Total amount of funding required and expected financial return to investors.
- Timing of capital injections.
- The presentation MUST include the Internal Rate of Return (IRR), Capital Expenditure (CAPEX), Payback Period and Net Present Value (NPV).
- Monetization details (Via dividends, recapitalization, buy-out, etc.)



# Timeline



**Include the expected time to complete the following activities:**

- Project definition
- Project appraisal
- Project structuring
- Tender process
- Construction
- Implementation

**The more specific the best; consider including some of the following activities:**

- Pre-feasibility & feasibility study
- Planning permissions, building permits, land rights
- Environmental Impact Analysis (EIA)
- Social Impact Analysis, including human rights



# SDG Alignment



## **Project must align with de SDG goals.**

- Projects should contribute to the Sustainable Development Goals. It is critical that you explain how the project will advance specific SDGs.
- Briefly describe how the project will impact people's lives by bringing clean water, alleviating health problems, heating homes, etc.
- From an operational perspective, you should be able to guide investors through the milestones of the project and help them understand when and where the development impact occurs.



# Conclusions/Takeaways



RESTATE EXECUTIVE SUMMARY

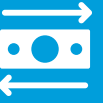


ENSURE THERE IS A POINT OF CONTACT  
WITH CONTACT INFORMATION ON ALL  
DOCUMENTS TO BE CIRCULATED TO  
INVESTORS



**DO INVESTORS KNOW WHAT YOU WANT?  
DO YOU HAVE A CLEAR "ASK"?**





# Ready to go!

- **Please follow these steps to make your presentation.**
- **Remember to include contact information for possible investors.**
- **Feel free to contact us if you have any doubts.**



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**Thank you.**