

Creating the Perfect Pitch

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US Market Access Center**



Think Big. Start Smart. Scale Fast.

Which Outcome Do You Want?



✓ or



So What Makes a Successful Pitch?

- ✓ Investors, customers or partners do NOT want to hear about:
 - ❑ Your wonderful technology
 - ❑ Your amazing brain (and how many PhDs you have)
 - ❑ Your beautiful screen shots
 - ❑ Your elegant code
- ✓ ... and anything else that basically is saying “Look at this incredibly cool thing I have made!”

But they DO want to know:

- ✓ What is your **value proposition** for your customer?
- ✓ Your **advantage** over the competition
- ✓ Market size / dynamics
- ✓ Team
 - ❑ Right skills
 - ❑ Coachable
 - ❑ Work well together
- ✓ Technology
 - ❑ Is it **hard to replicate**?
 - ❑ **Scalable**?
- ✓ Traction
- ✓ Finance & Economics
 - ❑ How do you **make money**?
 - ❑ Can you be **profitable**?
 - ❑ Can they make a **10x-20x** return

4-minute Pitch – The Principal Objective:



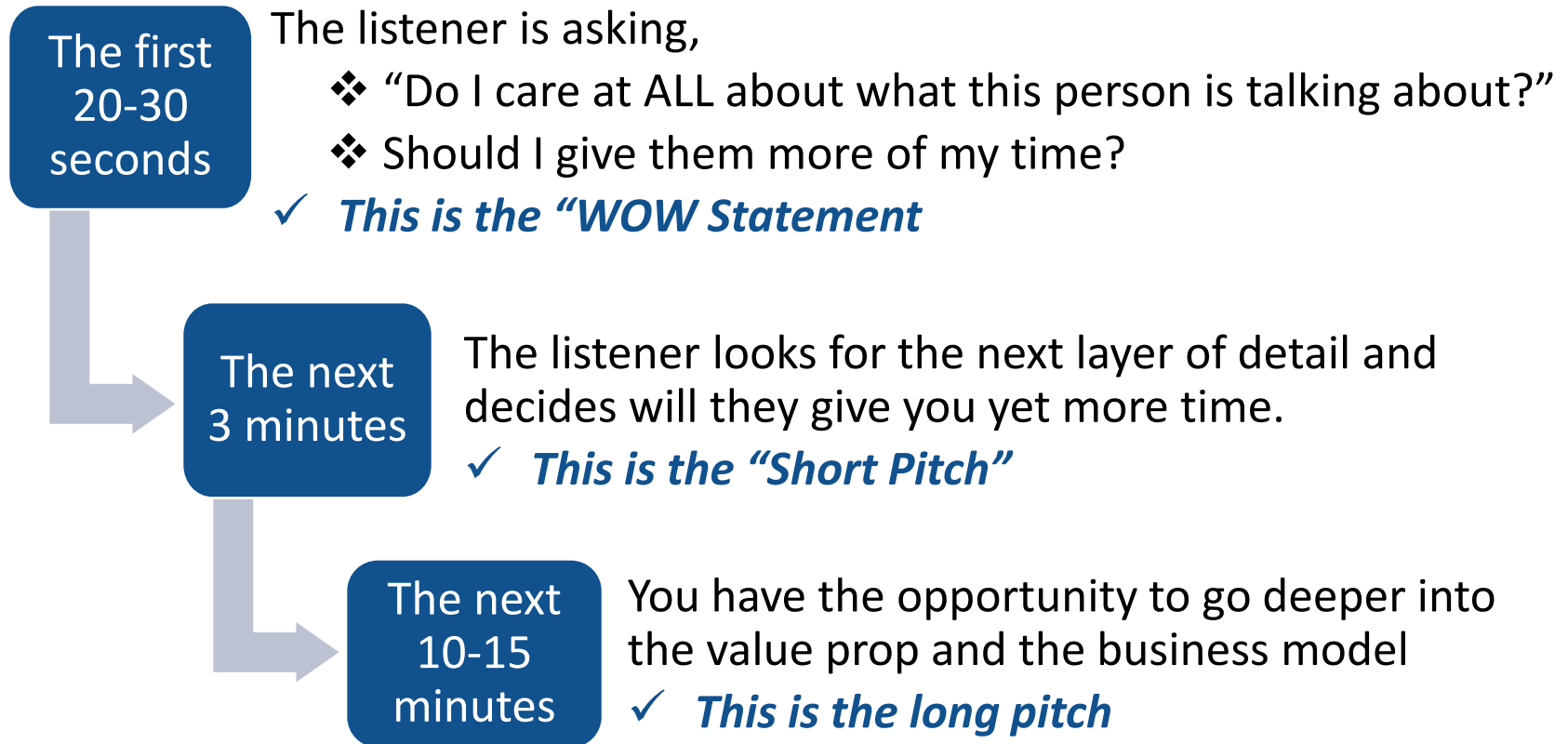
“Convey the Fundamentals”

- ✓ Not a standalone document
- ✓ Use visuals, charts, videos
- ✓ Don't be shy to say what you need & lack

Accept that you can't tell me everything

The Ultimate Goal: Get them to want to know more!

The Commitment Cascade



***The objective at each step is to EARN
the next time commitment from the listener!***

Be Laser-focused!

- ✓ No more than 12-15 slides
- ✓ Avoid tech jargon, buzzwords, regional acronyms
- ✓ Audience wants to understand the fundamentals of:
 - ❑ The opportunity
 - ❑ How you will make money
 - ❑ Why your team is the right one to seize the opportunity

They are making a decision about not only your product & solution, but a decision about YOU!

4-minute Pitch: Slides with Possible Timings

1. **Cover slide** (10 seconds)
2. **The Big Idea** (20 seconds)
3. **Problem / Opportunity** (20 seconds)
4. **Solution / Benefit** (30 seconds)
5. **Competition / Barriers to Entry** (20 seconds)
6. **Business Model** (30 seconds)
7. **Go to Market Strategy** (30 seconds)
8. **Traction / Validation** (20 seconds)
9. **Financials** (20 seconds)
10. **Team** (20 seconds)
11. **The ASK** (10 seconds)
12. **Summary / Contact info** (10 seconds)

#1 – Cover slide

- ✓ This is the “Intro” to your company
 - ❑ Name of company & logo
 - ❑ Name of person presenting
- ✓ Opportunity to “Set the Stage” with a tag-line or something that gives the audience insight into your solution
- ✓ Don’t clutter the slide with lots of text

CADAMI



**optimizing data transmission for a
superior video-on-demand experience**

Image by Kai Schreiber / CC BY-SA

Andreas Dotzler - dotzler@cadami.net - +49-179-9781011

#2 – The Big Idea / Executive Summary

✓ Present the following:

❑ Your core value proposition

- The solution you offer your customers
- The benefits you will deliver

❑ Any other highlights

- Unfair competitive advantage
- Traction / why you know it will work

#2 – The Big Idea - EXAMPLES

“Each year 2.8 million Americans die from medical errors in hospitals”

“32% of online shoppers abandon their shopping carts due to confusion during the checkout process”

Current diesel engines waste 40-50% of the energy that is present in diesel fuel

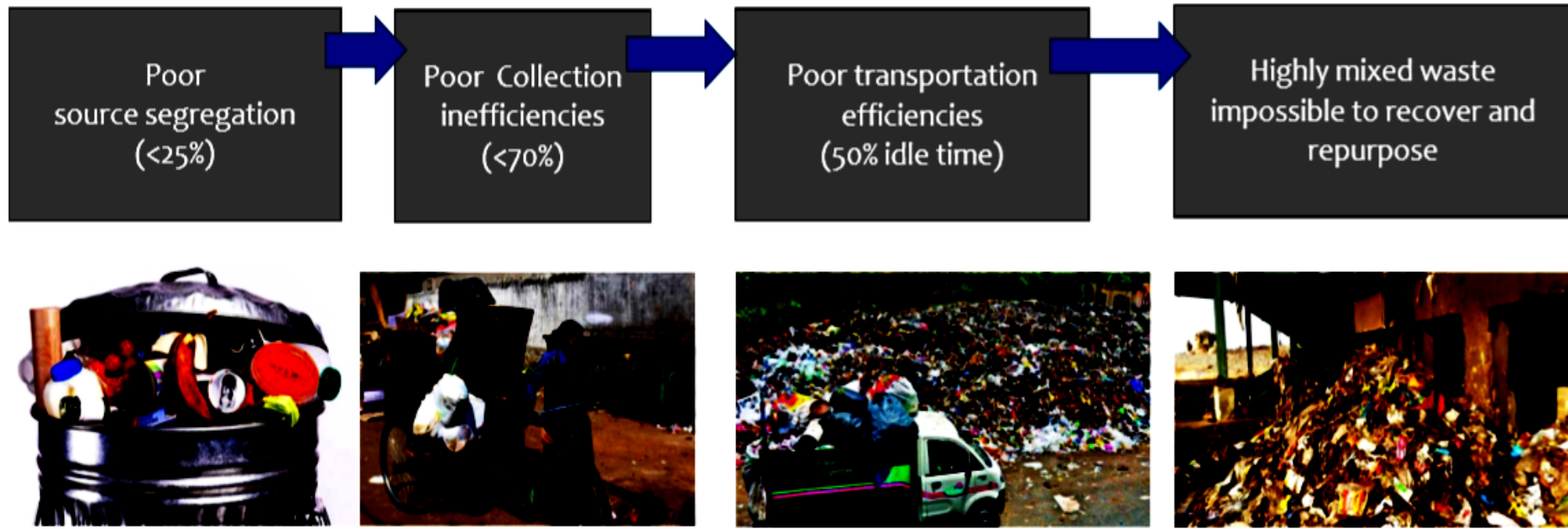
... “We fix that!”

#3 – Problem Deep Dive / Market Opportunity

Help the audience understand:

- ❑ The specific problem you are solving
 - Don't state the obvious (e.g. “companies want more profit”)
 - What is your unique insight
- ❑ The size / scope of the opportunity
 - Market size
 - Market dynamics
 - Why is this the right time to go after this market

The problem ?



Cities lack data necessary to improve planning and effectively monitor and optimize operations, let alone reduce costs

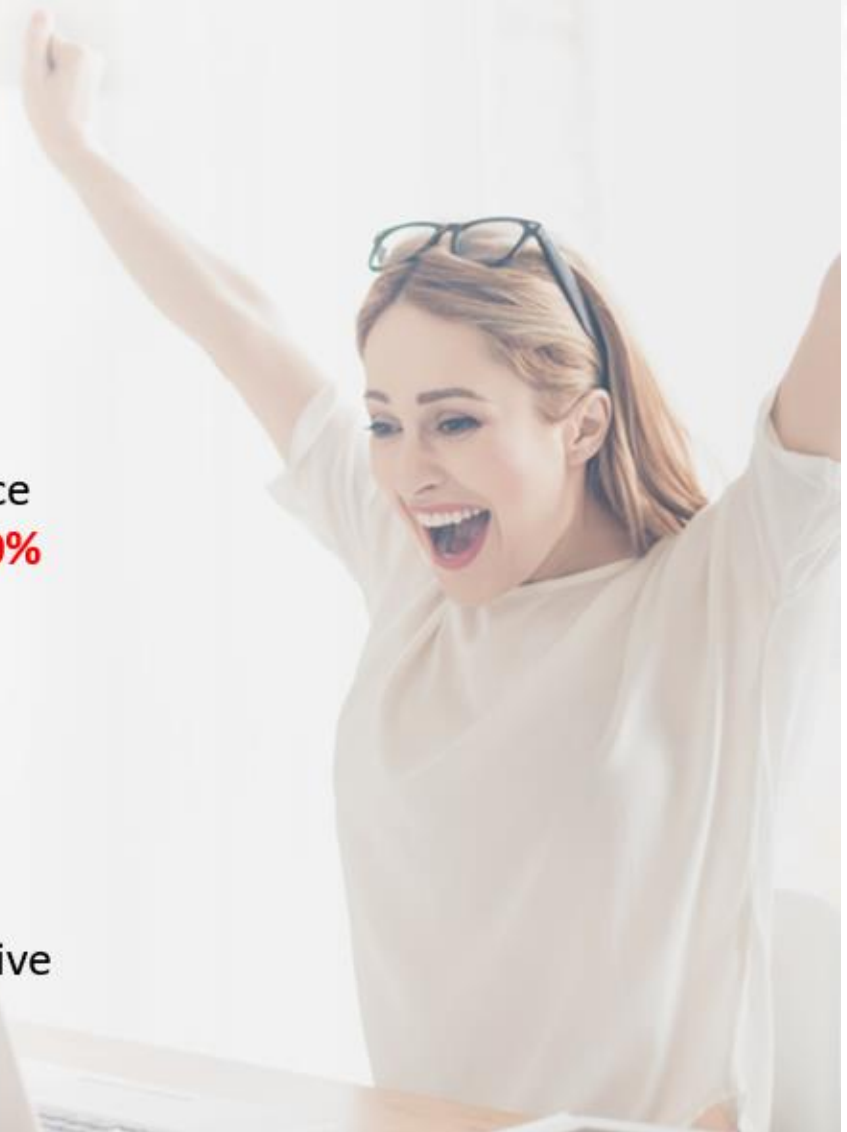
#4 – The Solution (aka Product) & Benefits

The audience should understand:

- ✓ At a high-level, the specifics of your solution
 - ❑ This is NOT a list of features & functions
- ✓ Explain what is unique about your approach to solving the problem
- ✓ Demonstrate the quantifiable benefits that address the problem you just described
- ✓ Screenshots are ok

Solution and **Benefit**

- ✓ Self explanatory user flow which will **reduce implementation time by 80%**
- ✓ Real-time informative statistic at a glance **which will reduce your resources by 50%**
- ✓ Interactive deal reminders for **increasing your success rate by 20%**
- ✓ Generate quotation in 1min with SalesLive



Solution



Convenience | Up to 70% Cheaper | Cashless



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#5 - Competition

What's the competitive landscape?

- ✓ Be sure to anticipate potential questions about your competitors and have good answers (the VCs on the panel see dozens of startups a year in any given industry)
- ✓ Describe the barriers to entry such as defensible IP
- ✓ Never say: “We don’t have any competition”

#5 – Competition (cont'd)

What's the competitive landscape?

- ✓ Comparison tables are more effective than quadrant charts
- ✓ Remember substitution alternatives and “do nothing” are competitors too!

COMPARE SUGARSYNC

See how we stack up against the competition

	SugarSync	Dropbox	Google Drive	SkyDrive	iCloud	Box	Carbonite
Backup							
Up to 32 GB free storage	●						
Back up ANY folder on your computer	●						●
Real-time upload of changes	●	●	●	●			
Versioning with ability to restore	●	●	●			●	●
Sync with multiple computers							
Sync files only to special folder	●	●	●	●		●	
Select ANY folder on your computer to sync	●						
Select which folders to sync across computers	●	●	●				
Sync shared folders between people	●	●	●				
Upload / Sync via email	●					●	

#6 Business Model

- ✓ How do you, or how will you make money?
 - ❑ What are the value chain economics?
 - ❑ Unit cost economics
 - ❑ Investors want to understand how they are going to make money. What is “in it for them.”

#7 – Go-to-Market Plan

- ✓ What is your market / customer acquisition strategy?
 - ❑ Direct vs. channel
 - ❑ Current customer acquisition costs

#8 – Accomplishments / Traction / Validation

Demonstrate that people are spending money to address the problem, preferably using your solution:

- ✓ Customer / user acquisition over time
- ✓ Show off early customer or distribution progress: numbers, logos, testimonials
- ✓ Quotes from customers or advisors, etc. can be helpful
- ✓ Patents, license agreements, etc.

#9 – Financial Overview

- ✓ Total amount invested to date
- ✓ Historical revenue & expenditures
- ✓ Current 3-year forward-looking forecast
 - The audience knows this is a projection
 - Show your current best-estimate of what the future looks like



The financial projections

	2018	2019	2020	2021
Users (20%)	7,000	66,000	590,000	5.2M
Paid (5%)	350	3,300	29,500	260K
ARR (\$15)	29K	264K	2.3M	21M

- 20% month on month paid users growth
- 5% conversion rate
- \$15 / month per user



#10 – The Team

- ✓ Who are the key people on your team?
 - ❑ **Only** founders & any directors or advisors who bring something special
 - ❑ Convince us that the problem being solved can be solved by your team!
- ✓ Highlight roles/backgrounds of founding team
 - ❑ The Hacker (the technologist / scientist)
 - ❑ The Hipster (marketing)
 - ❑ The Hustler (sales)
 - ❑ The Headmaster (adult supervision)

The team leaders



Erik Tutzauer
CEO

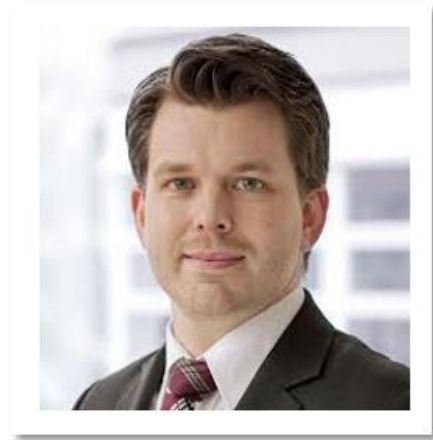
M.Sc. Industrial Engineering
And Management
Entrepreneur, industrialist,
corporate leader.



Karin Wickberg
CMO

MBA.

Former CMO of BA.



Tobias Edvardsson
Legal

CPE/GDL, Master of Laws.

Entrepreneur. Author.

#11 – The ‘Ask’ & Use of Funds

- ✓ What are you looking for?
- ✓ Be as specific as you can
- ✓ Don't be shy!
- ✓ What are you going to do with the money

#12 – Summary / Contact Info

- ✓ Name, email, phone
- ✓ Concluding statement, or repeat the tagline or the big idea



So here are a few tips

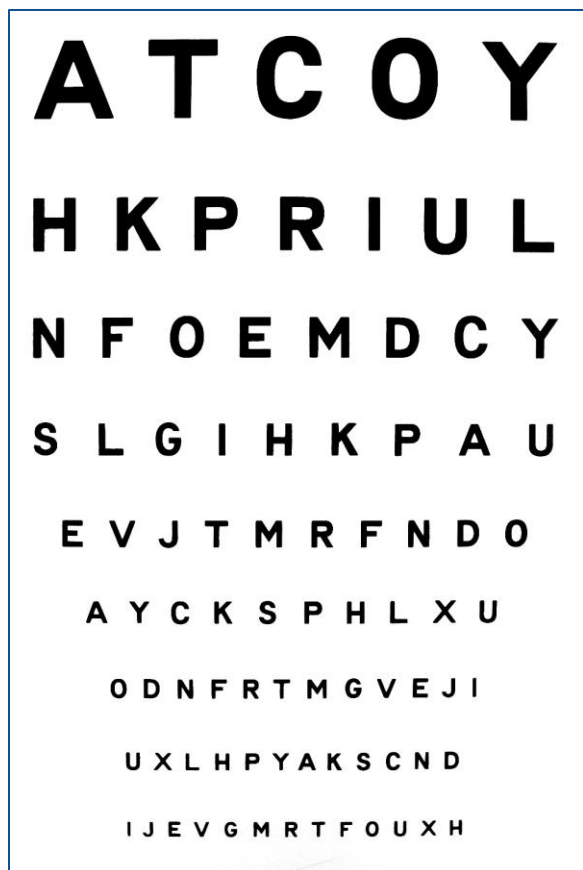
You have to establish a connection

In order to avoid this...

- ✓ Your slides offer the facts
- ✓ It is your job to bring these facts to life.



The text needs to be readable!



✓ At least 30 points

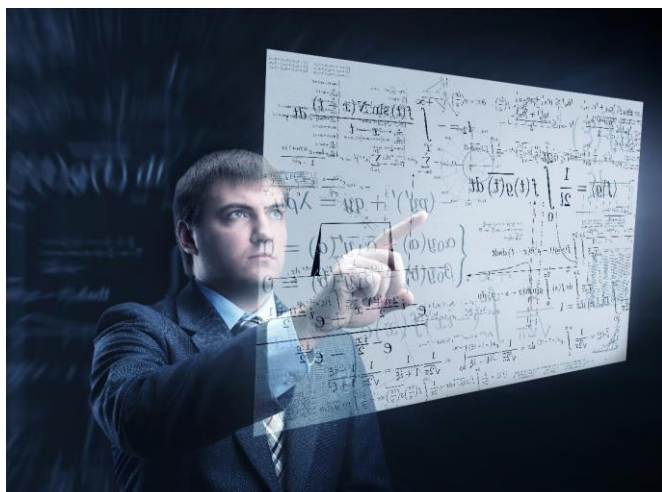
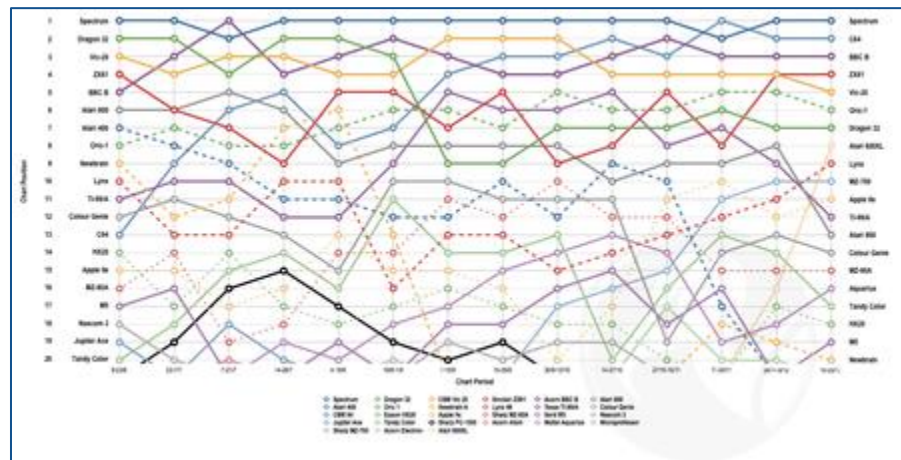
- This is 12 point (and probably what you are using because you want to fit so much stuff on the slides!

✓ High contrast

- White backgrounds are better than black, unless you have HUGE type size

Choose Visuals VERY Carefully

- ✓ Complicated graphs never work



- ✓ Pictures need to be self-explanatory

Caution.... Danger... Caution...

- ✓ Think about:
 - ☐ Quality of the projection equipment
 - ☐ Quality of sound system
 - ☐ Internet access
 - ☐ Will your pitch work on someone else's laptop?

- ✓ If you are going to use video / sound / internet
 - ☐ Test in advance
 - ☐ Have a “Plan B”

Don't Exaggerate & Don't Tell Lies



- ✓ Because the Silicon Valley Community has heard them all...



✓ Let's stop for questions

Let's Connect



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linkedin.com

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