

# ART OF THE PITCH

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 @emollick



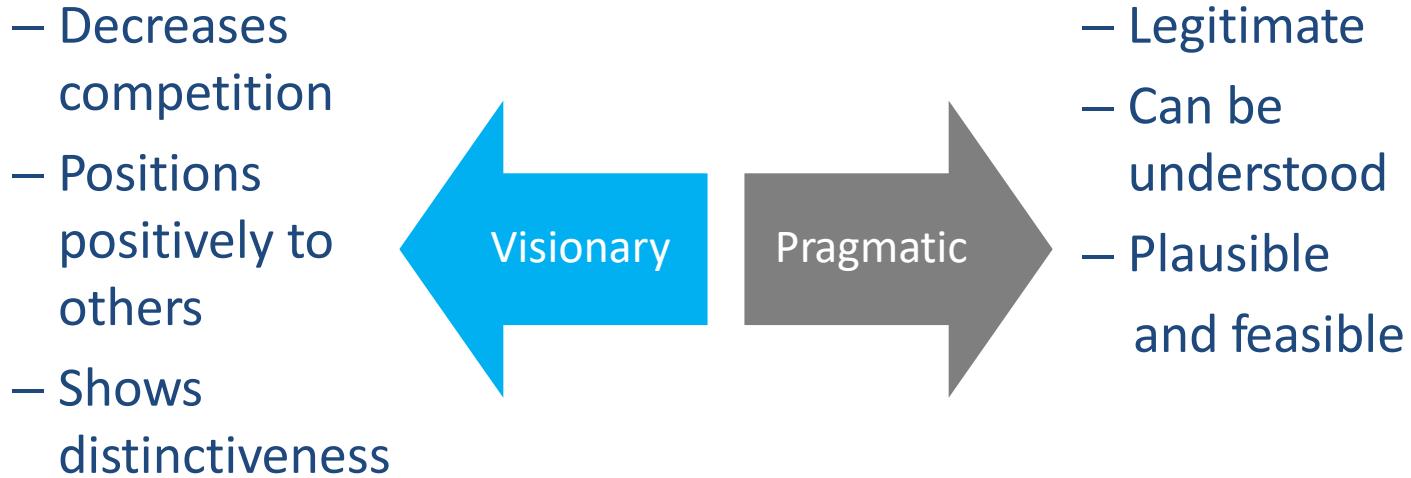
# There is a science behind pitching

- Visionary and pragmatist
- Style and substance
- Symbolic action

## Art of the pitch: Example



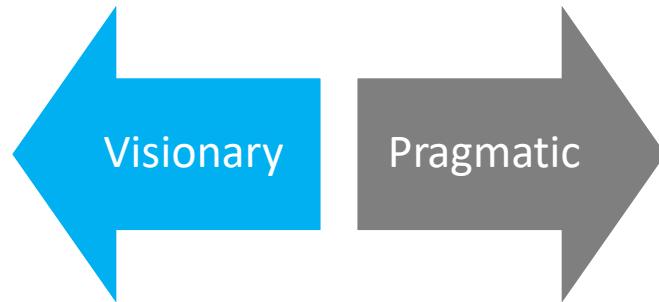
## Art of the pitch: The challenge



# Art of the pitch

Three Tools:

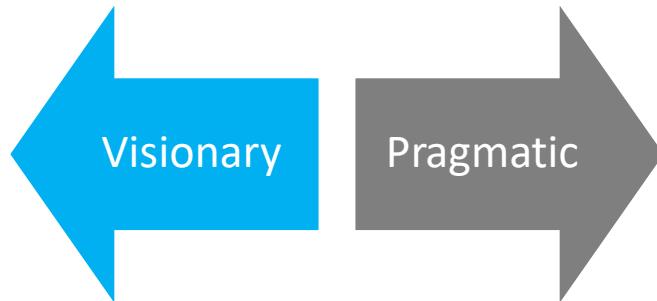
- Analogy
- Classification
- Authority



# Art of the pitch

- Analogy

We will do to  
personal planes  
what Apple did to  
phones



As with the  
introduction of the  
Cirrus parachute, we  
expect rapid adoption



# Art of the pitch

Professional People Search 2.0 Leverages Networks



Int

eBay: Online Goods Listings 2.0



Int

PayPal: Online Payments 2.0



Int

Go  
Or  
The  
As  
ea

Online Payments 1.0:  
Citibank et al



Detect fraud by looking at  
each individual's behavior in isolation

Online Payments 2.0:  
PayPal



Detect fraud by looking at  
network of transactions between users

emily@pawprint.com

angel.co/pawprint

Healthcare has been  
transformed in the last decade

emily@pawprint.com

angel.co/pawprint

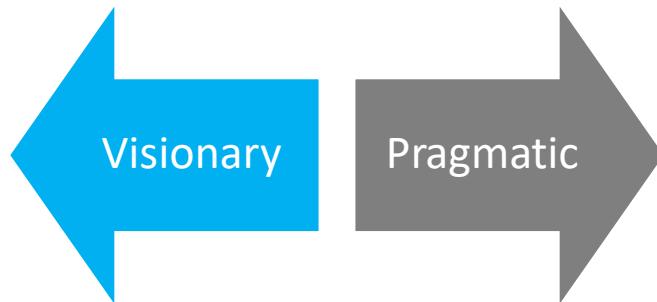
Digital, official  
records



# Art of the pitch

- Classification

We are a personal transportation company, not an airplane company



Our approach takes common technologies among military aircraft and applies them to civilian aircraft.

# Art of the pitch

- Classification



Pragmatic

WE CANNA Where we can grow together.

Home News Products Press About Contact Us

THE NEXT GREAT AMERICAN INDUSTRY STARTS HERE.

1 Choose funding project | 2 Choose funding amount | 3 Get your reward

RODAWG Days Left: Ended Funded: \$21,015 Goal: \$16,000

Good Foods Hemp-based nutritional products.

RODAWG Unique products designed especially for the cultural elite of the fourtwentys.

Mineral Fusion Hemp-based body care.

Browse Projects Create A Project How It Works

Sort by: All

Category: Food Goal: \$10,000  
Funded: \$1,900 Days Left: 26

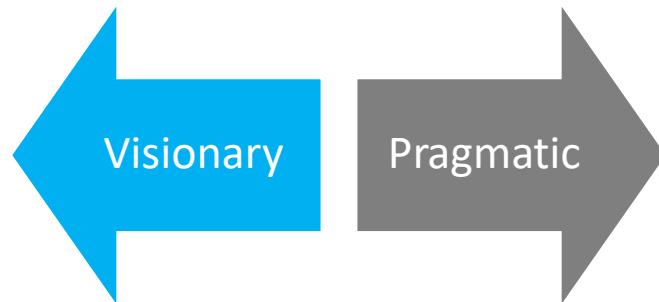
Category: Products Goal: \$16,000  
Funded: \$21,015 Days Left: 26

Category: Health Goal: \$40,000  
Funded: \$0 Days Left: 30

# Art of the pitch

- Authority

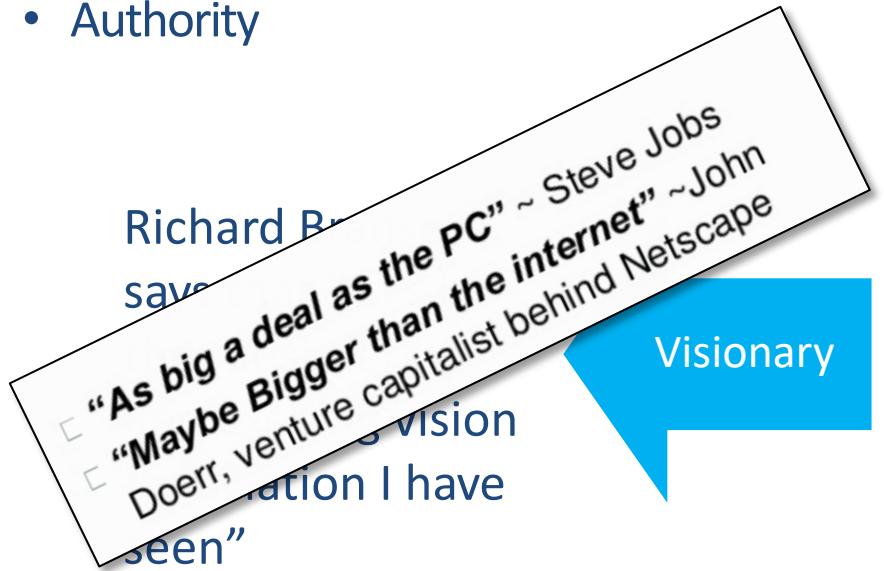
Richard Branson says that “this is the most daring and exciting vision for aviation I have seen”



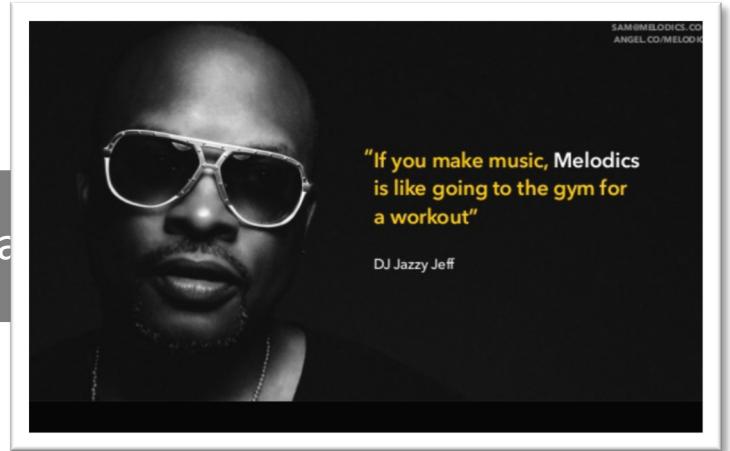
Richard Branson says that “this is a problem that clearly represents the next big step for aviation.”

# Art of the pitch

- Authority



Pragmatic



# Pitching Research



Substance, thoughtful  
material, logical flow



Energy, interesting, varied  
tone and pitch

Chen et al, 2009

# Pitching Research



Professional investors



Angel investors

Chen et al, 2009

# Symbolic Action

- Personal



Vijay Ramani  
Product / UX



Zott and Huy, 2007

# Symbolic Action

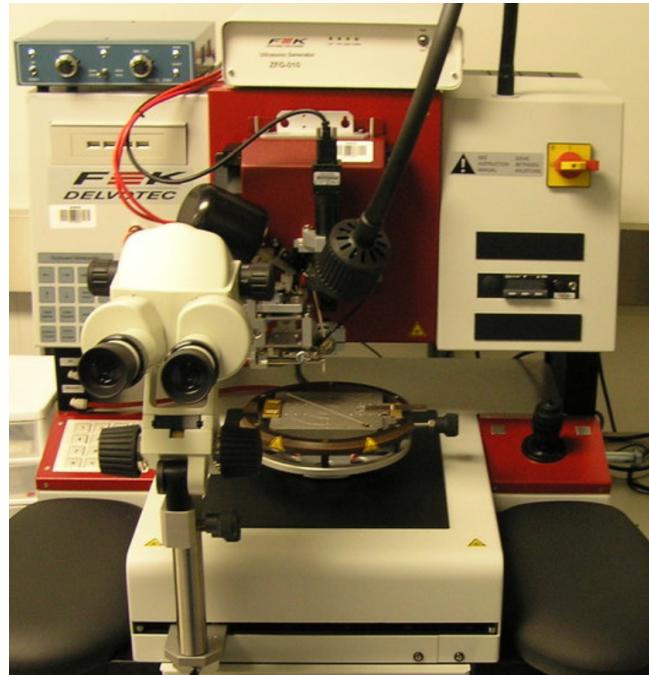
- Spaces



Zott and Huy, 2007

# Symbolic Action

- Achievement



Zott and Huy, 2007

# Symbolic Action

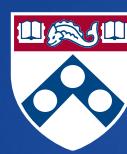
- Stakeholders

NAME	CLAIM TO FAME
Henry Kissinger	Former U.S. Secretary of State
Bill Perry	Former U.S. Secretary of Defense
George Shultz	Former U.S. Secretary of State
Sam Nunn	Former U.S. Senator
Bill Frist	Former U.S. Senator
Gary Roughead	Former Navy Admiral
James Mattis	Former Marine Corps General
Dick Kovacevich	Former CEO of Wells Fargo
Riley Bechtel	Former CEO of engineering firm Bechtel
William Foege	Former epidemiologist

Zott and Huy, 2007

# Conclusion

- Use the science behind pitching
- Visionary and pragmatist
- Style and substance
- Symbolic action



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UNIVERSITY *of* PENNSYLVANIA

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